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FOR PERSONAL TRAINERS AND FITNESS ENTHUSIASTS

FEBRUARY 2014

DNA

GEORGINA SPENCELEY SHARES HER FITNESS DNA TEST RESULTS, AND EXPLORES THE DNA FITNESS TREND

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ON THE COVER:
Ulisses Jr of DNAFit.
Check out the Ulisses DNAFit
Fitness test on page 18

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EDITOR'S LETTER PTmagazine

Hello and welcome to the February issue of PT Magazine



Happy New Year everyone! We hope you've all had a great start to 2014, and hopefully business is booming with well-intentioned new clients. As a lot of you will know, the 12th of this month is International Darwin Day, so in celebration, we are dedicating this issue to genetics, DNA fitness and the evolution of the fitness industry.

We've got loads of features that you may not recognise this month, with a brand new FitTech section, where we explore the best fitness apps for PTs and consumers (p.41), and Mollie Millington investigates whether evolution or technology can make us faster, in her feature on running shoes (p.39).

Our main article this month sees Georgina Spenceley sharing the results of her DNA fitness test, and giving her insight into this new trend that is set to take the industry by storm. We're also giving away an iPad Air to one lucky reader and we've got some great goodies to giveaway, exclusively to our subscribers (p.15).

We really have packed it all in to this issue, with a workout with Zodiac from Gladiators (p.22), some fantastic articles from our expert panel, upcoming fitness industry events and lots of info on equipment, training and marketing your PT business.

We really hope you enjoy this issue.

As always, stay fit, stay happy, stay healthy!

Torah Dee

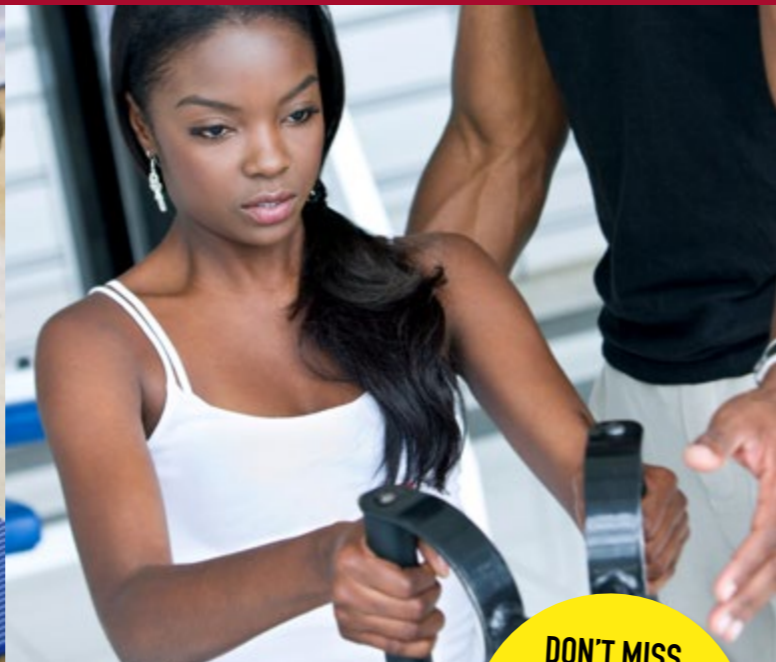
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Dan Fivey, owner of The Gym	

experts

Kristoph Thompson
Previously worked as a Strength and Conditioning Coach with professional baseball and basketball teams in the USA, and now runs his own PT business in the UK continuing to train athletes and those of all fitness levels.

Richard Callender
Richard has over 18 years experience in the health & fitness industry, and has become a widely respected and approachable fitness expert, tutor and presenter both nationally and internationally.

Greg Sellar
Greg is a Nike-sponsored presenter with instructor training experience in over 40 countries worldwide. He works in marketing and business development as a consultant to several fitness brands through www.gregsellar.com

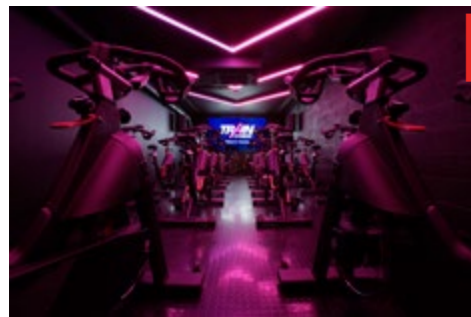
Mollie Millington
London based personal trainer who offers in-person and virtual training support. Twitter (@PTMollie), or www.ptmollie.com

Kelly Du Buisson
Elite personal trainer and Creator of The City Workout online. She trains profile models and TV presenters as well as being a published fitness writer for local and national press, including Zest, Grazia and Red Magazine.

Tom Godwin
Tom is the managing director of Foresight Fitness Services. Specialising in exercise referral, corrective exercise and business coaching.
www.TomGodwin.co.uk

Industry Focus

Welcome to the industry focus page, if you have something that you want to announce then get in touch. e: news@ptmagazine.co.uk.



TRAIN LIKE A PRO WHERE TRAINING IS PERSONAL

A unique and bespoke state-of-the-art private fitness facility called TRAIN has opened in the heart of London. An expert team uses result-oriented training methodologies to revolutionise the way we train and gain results. Home to leading exercise and dietary specialists,

TRAIN blends world-class personal training, group exercise, indoor cycling and freestyle studio sessions with cutting-edge equipment to deliver a tailored and effective training experience.

TRAIN is home to a hand-picked team of London's leading personal trainers and group x instructors whose goal it is to deliver real results in record time. Offering an innovative, concierge-style training service, all guests work out with one of TRAIN's fitness specialists; whether it be a one-on-one session, small group workout or group x class. Varying specialisms and experience almost guarantee the team at TRAIN can offer 'all things to all people.'

To book your visit please contact david@newchaptermarketing.co.uk.



LEISURE @ CHELTENHAM REVAMPS GYM FACILITIES

Cheltenham Borough Council has invested £240,000 in bringing the gym at Leisure @ Cheltenham up to date with a full refurbishment.

The work includes new floor, lighting, a new layout over two floors and the addition of state-of-the-art Precor equipment, to refresh the fitness facilities and maximise the offering.

The two-storey, 403 square metre air-conditioned gym features eighty stations and now boasts the latest fully networked Precor equipment. The first floor level showcases over 35 stations of cardiovascular equipment including the award-winning Adaptive Motion Trainer with Open Stride, treadmills, elliptical crosstrainers, upright and recumbent bikes, all featuring P80 touch screen consoles and Precor's Preva networked fitness software, a cloud-based platform incorporating a suite of tools to help both operators and exercisers achieve their goals. www.precor.com

Precor is part of Amer Sports Corporation, which includes other internationally recognised brands such as Wilson, Atomic, Suunto and Salomon. www.amersports.com



THE GYM GROUP REACHES FINAL OF EUROPEAN BUSINESS AWARDS AND IS NAMED NATIONAL PUBLIC CHAMPION

The Gym Group has been named as one of the final 100 businesses and Ruban d'Honneur recipients in the 2013/2014 European Business Awards sponsored by RSM international. It has also been named as the National Public Champion for the UK following the first round of a separate public vote.

As a Ruban d'Honneur recipient, The Gym Group is one of ten finalists for The RSM Entrepreneur of the Year Award category and will now go on to compete in the third and final round of judging resulting in ten overall category winners to be announced at a Gala Event on 27th May 2014, in Athens.

The 100 Ruban d'Honneur recipients were chosen from 375 National Champions by an esteemed panel of judges made up of European business and political leaders, academics and entrepreneurs. www.businessawardseurope.com

HEIGHTS HEALTH & FITNESS INSTALL TOTAL GYM EQUIPMENT TO KICK-START NEW YEAR ATTENDANCE



HEIGHTS health & fitness, West Sussex, has installed three Total Gyms and will introduce small group training and private sessions as a new

offering for 2014. Quick thirty minute GRAVITY sessions will be available for members including GRAVITY Strength and GRAVITY Pilates. Smaller, tailored sessions will also be offered within the new studio to meet member's more individual needs. Owner Sue Upton will continue to develop further classes throughout 2014 with GRAVITY sessions in the pipeline for seniors and rehab patients.

'We decided to install Total Gym equipment after visiting the GRAVITY stand at various trade shows,' says Upton. 'I felt that GRAVITY sessions offered something different from our current class offering, which would really appeal to members. www.gravityuk.net



CHOOSING THE RIGHT FITNESS SOUND SYSTEM & HEADSET...

Sound Dynamics have been the leading fitness and leisure audio supplier for over 23 years. They recognise the importance of Audio Equipment within the Health, Fitness and Dance industry. Systems that need to be robust, reliable, powerful, portable and easy to use. These systems are much different to the domestic equipment you may find elsewhere.

A great way of purchasing a powerful system whilst keeping the price down is by choosing a 'Powered Loudspeaker', however don't let dodgy wattage ratings confuse you. The best 'Powered Speaker' is available from Sound Dynamics and is called a 'Kinetics 200w 10" Powered Portable Speaker'. It offers awesome power and quality, loud enough for large fitness classes. A separate volume control is built in for a Headset Microphone allowing complete control over your voice. Best of all the 'Kinetics 200w 10" Powered Speaker' is only £169.00 ex-vat! Sound Dynamics also offer handy hints and tips on how to keep your systems in top shape and have recently teamed up with the new fitness accessory manufacturer 'Urban Fitness' to ensure they offer specifically made Headset Mic System Carry Bags, Fitness Pouch Belts and Speaker Covers, designed to help protect against moisture, dust, scratches and scuffs. Stuart Wilkinson, from Sound Dynamics explained, "We spoke with Urban Fitness who came up with the perfect products specifically designed to Protect Your Fitness Microphones while at the same time giving Fitness Instructor trendy accessories to use and wear". www.sound-dynamics.co.uk

ESCAPE FITNESS BRING IN ANDY HUBBARD

Industry heavyweight to lead Escape's move into the US Columbus, Ohio: Escape Fitness, leaders in functional fitness solutions, have appointed industry giant Andy Hubbard as Head of Sales USA, effective immediately. Andy's principal role is to spearhead Escape's move into the USA and ensure the company's unique turnkey solution is introduced smoothly across the US market.



Andy, based in Knoxville, Tennessee comes to Escape with a great deal of sales and leadership experience, specifically in the fitness industry. He spent seven years successfully developing outside sales for Power Systems Inc, where he set up the National Accounts/Club Chain Department and eventually ran the national sales team. Prior to his fitness experience, Andy spent almost fifteen years in the transportation & logistics industry in sales and operations capacities.

For more information go to www.escapefitness.us



NEW 'BALLS AND BELLS' FROM PHYSICAL COMPANY

Physical Company has launched three new products, guaranteed to add some fitness fun to your PT sessions. The Wall Ball is a larger than average medicine ball, just as tough, but slightly softer, making it excellent for throwing and catching. It's also great for adding a challenge to squats and lunges, creating an exciting ab workout, and of course, the famous CrossFit "Karen" wall ball exercise! Available in ten sizes from 1kg-10kg, priced from £19.95. Meanwhile Sandbells and Steelbells are a cross between a sandbag, kettlebell, medicine bell and dumbbell. The active movement of the sand or steel shot adds a challenge to any exercise, building strength, working the core and increasing stamina. SandBells are available in twelve sizes from 2lbs to 50lbs Priced from £10.95 while SteelBells are available in ten sizes from 5lbs to 100lbs Priced from £26.95. www.physicalcompany.co.uk



"GOLD TOP" FOR FIRST MILK AS SALLY GUNNELL BECOMES BRITISH BRAND AMBASSADOR

First Milk reveals Sally Gunnell OBE as its first ever brand ambassador to showcase, develop and promote its innovative new products for both of its key brands; sport nutrition experts, CNP, and leading dairy brand, Lake District Dairy Co. The exclusive partnership helps First Milk leap from the starting blocks into 2014 and continues to take the company into new territory.

The two year agreement with the British sporting hero will help secure the First Milk reputation for delivering great tasting naturally healthy dairy nutrition through its range of foods. Gunnell's World Record and Olympic Gold winning experience will add the magic ingredient to First Milk's brand portfolio. For further information on First Milk, please visit www.firstmilk.co.uk



PERFORMANCE HEALTH SYSTEMS APPOINTS FITNESS SUPERSTORE AS UK RETAIL PARTNER FOR POWER PLATE®

Performance Health Systems has appointed Fitness Superstore as an authorised retailer of its Power Plate® whole body vibration devices. Fitness Superstore will serve the UK market and sell from its showrooms and website. Founded in 1994, Fitness Superstore is the largest supplier of specialist fitness equipment in the UK. It prides itself on offering the best brands at competitive prices assuring customers of cost-effective, top quality equipment. Drawing upon the science behind the body's natural response to vibration, Power Plate technology uses a central vibrating platform to amplify the effects of any exercise or movement performed. The platform produces twenty-five to fifty vibrations per second, triggering reflexive muscle contractions to every vibration. www.fitness-superstore.co.uk www.powerplate.com



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By Richard Callender

It is the start of a New Year and, for most personal trainers, it is the time to take advantage of the New Year resolution crew who are hell-bent on making this year, their year. As fitness professionals, we need to be planning for this influx well in advance, ensuring all our various modes of communication and sales plans are in motion.

They say you only have one chance to make a first impression and with the first quarter of the year usually accounting for much of the potential revenue for the rest of the year – initial signups, ongoing clients, new classes, etc -, it is vitally important that you look at effective ways to promote yourself and your business.

Here are a few of my tried and tested methods to getting your personal training business seen and sold to the masses without breaking the bank or turning into a salesperson.

BRING A FRIEND

As an introductory offer when you first set up your PT business, or as a way of keeping your client numbers high once you are

established, try running a 'bring a fitness friend' workout. As an introductory offer, if someone comes to a session with a friend, then both get the class half price.

“NEVER UNDERESTIMATE THE POWER OF VIDEO MARKETING”

SOCIAL MEDIA

Set up your social media page/group professionally, display images and generate testimonials to underline your credibility. Include links to any videos on YouTube and constantly film your workouts to show people how effective and fun they are. Never underestimate the power of video marketing. Explain your product or service, how it works and why it is useful. You can often illustrate elements words just can't convey.

FACEBOOK ADVERTS

Use Facebook Ads to help you hit your target market. When setting up a Facebook ad you can create a filter, so that your ad is only seen by those in your area for example. You can also target people based on their age, gender and other interests.

WEBSITE

Design and maintain your professional-looking website and keep it regularly updated with information on client successes, testimonials, photos, videos and small blogs to encourage visitors to want to come back to see updates.

WHAT DO YOU WANT?

Don't market for the sake of marketing. Before launching a marketing campaign, you must know why you want publicity in the first place. Your marketing goal should be linked to your business goals. Are you seeking to increase your client base? Is it to build your reputation? Define these goals first and then work towards that aim.

CREDIBILITY

Always be credible - don't make claims to the public that you cannot back up in reality. Think credibility rather than sensationalism when it comes to your promotion of workouts and people will be more inclined to trust your professionalism.

Just remember that marketing and advertising does not need to cost you money if it is performed well, in many cases it is simply a commitment of time and planning.

www.armageddonfitness.com

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DYNAMIC FLUID RESISTANCE TRAINING



by Kristoph Thompson

The simplest ideas are often the most effective and that is certainly the case with dynamic fluid resistance. This fancy term simply refers to kit filled with water to challenge your clients.

The water-filled equipment creates an active or unstable form of resistance that must be controlled by the user. The concept is somewhat similar to 'active resistance,' provided through battling ropes, chains or sandbags, where the resistance moves, for example, one grain of sand at a time. Water on the other hand, provides 'living resistance,' moving as a whole, all at once. This provides a greater challenge to the user who must control the equipment as the resistance shifts freely.

Aside from the novel challenge provided by the equipment, the resistance varies with the volume of water contained within. Since this is easily added or removed, the resistance can be adapted to accommodate every client.

Unlike other pieces of equipment, where the resistance is fixed, there is no need to purchase multiple units of varying weights. You need only buy the one item, adapting the resistance accordingly for each client.

THE KAMAGON BALL

This oversized rubber medicine ball with two handles is the perfect introduction to dynamic fluid resistance training. The Kamagon Ball can be filled with water to create variable shifting loads up to 20kg.

Inertial forces produced by the shifting resistance within the ball result in increased engagement of stabiliser muscles and proprioceptive awareness while performing a range of kettlebell or medicine ball exercises. The shape of the ball limits the amount the water is able to shift, adding a challenge, without making exercises too tough to perform.

"YOU NEED ONLY BUY THE ONE ITEM, ADAPTING THE RESISTANCE ACCORDINGLY FOR EACH CLIENT"

THE SURGE

The Surge is a hand-held, water-filled exercise tube designed to improve balance, stability, coordination, muscle movement, postural control and movement efficiency. The resistance can be easily adjusted from 4.5kg all the way up to 30kg and a fill-gauge tells you exactly how much water weight is in the tube. Dual vertical and horizontal handles allow hundreds of different movements to be performed. The handles also act like baffles, causing water to crash from one end to the other creating even more dynamic movement of the water.

HYDROBAG

The Hydrobag uses water to provide

the resistance and air to help give the weighted tube its shape and rigidity. Air and water are easily added or removed, and this piece of kit requires minimal storage space when not in use. The Hydrobag is available in three different sizes and able to accommodate up to 20kg, 30kg or 45kg of water. There are two sets of handles enabling a variety of different exercises to be performed including squats, lunges, step ups, fireman's carry, military presses, clean and jerks, snatches and rows.

The Kamagon ball (£85.95) and Surge (£129.95) are both available from www.physicalcompany.co.uk. The Hydrobag (from £60) is available from www.wolverson-fitness.co.uk

www.kristophthompson.com



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by Greg Sellar

PLAYING THE GAME THEIR WAY

Happy New Year!

Having just returned from a stint in the US, it was interesting to witness the number of TV channels dedicating whole programmes to fitness infomercials. The big ones were the equipment suppliers (think Bowflex and Total Gym) and the Beachbody workouts (think PX90 and INSANITY). There was good, bad and just ugly, and they were everywhere.

Each infomercial had basically the same message – ditch the gym and expensive personal trainer. Don't bother with leaving your house when you can get everything done in the comfort of your own home.

It got me thinking - what do PTs actually provide over these infomercial products when it comes to results and/or experience? What are the pros and cons of each system (health club vs. home workouts) and could you get just as an effective result in your living room? Having been through the INSANITY programme

myself, I can say 'it works', it's time-convenient and only cost me £69. Can you beat that?

The marketing around an infomercial is deliberately tailored to push buying. It's all about incentive, results and expertly makes use of the client testimonial. They don't want to know about you or what

"AIM TO PUT YOUR MONEY WHERE YOUR MOUTH IS"

your hobbies are, they want to know, and more importantly SEE what you can do for them. Once you have some before and after photos on your marketing, get a cut-off deadline for a special introductory offer with limited spaces/slots available to create demand and impetus.

Once you land a client, make sure you're providing them with the one thing that the infomercial product cannot – personalisation. The infomercial product is a 'one size fits all' model which some might find tough, particularly in the beginning. The already-fit won't worry, but the newcomer to exercise might be put off by a non-layered approach to exercise. This

provides another opportunity to provide a message to potential clients that your expert programming is varied and caters to all fitness levels. Having testimonials from different sexes and age groups might help you.

Whatever that programming is, it has got to get results, otherwise people may as well go down the home workout route. I've seen members who have paid trainers for years on end and look pretty much the same as when they first walked through the door. That is unacceptable and a poor reflection on you as a trainer. Aim to put your money where your mouth is. Claims like "lose a dress size in a month or your money back" give the client confidence that their money will be well spent, and if you can't do that for them, then you shouldn't be paid for what you're dishing out.

Infomercials are big business, yet most trainers will look amateurish and home-made when it comes to how they present themselves and what they are programming. If you want a piece of the pie, look at how these companies have turned fitness into billion dollar brands and play the game their way.

www.gregsellar.com

Spring Clean Your Kit



The fitness market is full of kit and accessories that can enhance your client's workouts. However it can be hard to decide on the right equipment for the job, and, with many PTs working with a variety of clients and abilities, making sure that you have something for everyone can be a big challenge.

"We're seeing more and more independent personal trainer businesses springing up, particularly those offering home visits" says David Elliott, Managing Director of fitness accessories company, The-Mad-Group, owners of Fitness-Mad, Yoga-Mad and Pilates-Mad. "Whilst this offers more flexibility and choice to consumers, the demand on PTs time and what they need from their equipment is increasing. Lugging heavy equipment around when you might not need it at every session is time-consuming and unnecessary and without a gym behind you, it can be an expensive business getting it right. But it doesn't have to be."

With this in mind, The-Mad-Group is encouraging PTs to 'spring clean' their kit

in 2014, to ensure they can give the best workouts without spending thousands of pounds or carrying large amounts of equipment around with them.

"When working with people on their fitness, we know variety is very much the spice of life," advises David. "Experienced trainers will know they need to keep things interesting and challenging to motivate their clients, and a varied, multi-functional kit is one of the ways to do just that."

"PTS SHOULD LOOK TO INVEST IN HIGH TECH PIECES TO COMPLEMENT TRAINING AND OFFER A FULL BODY WORKOUT"

The increasing popularity and benefits of exercises like skipping is the perfect place to start. According to David:

"Just ten minutes of skipping can have the same benefits as a forty-five minute run* and one hour burns 1,300 calories. We offer a range of skipping ropes, including the weighted ones that boxers prefer."

Personal trainers also needn't worry that keeping kit simple will impact on their

client's results. "Things like our Portable Pro Suspension Trainer look very simple but, when used correctly, it can transform the whole body," encourages David. "Setting it up indoors is easy – just choose a door frame and you're good to go. For outdoor fans it can even be attached to a tree for a change of scenery!"

Whilst simple kit can produce very effective results, PTs should also look to invest in high tech pieces to complement training and offer a full body workout. Fitness-Mad is the sole EU distributor of PowerBlock – the most innovative and unique weight lifting systems on the market right now.

"Weight-training is important for toning and building muscle but who can carry with them, or store, a whole set of dumbbells?" says David. "It's impractical and costly but PowerBlock addresses this problem. Trainers simply need to choose the right weight for each client using the colour-coded system, slot the pin in place and lift out the unwanted weights. It really is that simple."

All products are available from **The-Mad-Group** and its retailers across the UK. PowerBlock and The Burn Machine Speed Bag are available exclusively through The-Mad-Group in the EU. Prices can be found at www.fitness-mad.com

WORKING WITH ASTHMATIC CLIENTS



by Tom Goodwin

Asthma is a common condition that personal trainers come across in the fitness environment. In many cases, asthma is viewed as a non-condition and ignored. This should not be the case. Personal trainers should be aware of the implications of asthma and how to make sure that their clients are screened effectively prior to the start of an exercise routine. This screening should then form the basis of any exercise programmes generated to make sure the programme is not just effective but safe.

So what exactly is asthma? Well it is a condition where there is a temporary and

reversible narrowing of the airways. This is signalled by shortness of breath, wheezing a tightening in the chest and on some occasions, a cough. Asthma attacks can vary massively in terms of severity, with extreme cases requiring an ambulance. Eventually the condition can lead to the onset of COPD (Chronic Obstructive Pulmonary Disorder) or become classed as chronic asthma.

The cause of asthma attacks is normally an allergic reaction; common allergens for asthmatics include pollen, dust, animals, cigarette smoke, viral infection, or a wide range of chemicals. But attacks can also be sparked off by stress and psychological factors. The causative factor is known as a trigger, and all asthmatics have a single or multiple triggers that will initiate an attack. In some cases, however, asthmatics are unaware of their triggers, this makes them less able to predict the onset of an attack.

It is very important for an exercise professional to be aware of the triggers that their clients have, and minimise any exposure to them. This will reduce the frequency of attacks and ensure that the client remains safe during an exercise session.

Some sufferers have

exercise-induced asthma. This is where the attack is brought on by exercising. These sufferers will be the ones that exercise professionals will need to show most care with, ensuring that they regularly check in on RPE and the breathlessness scale.

"EXERCISE IS AN IMPORTANT METHOD FOR RELIEVING ASTHMA"

Exercise is an important method for relieving asthma, as it helps to strengthen the accessory respiratory muscles making breathing an easier process. Exercise also improves general cardiovascular function and improves the ability of the body to expire air.

It is recommended that the asthmatic client takes part in aerobic activity on three to seven days per week, for twenty to thirty minutes, at an intensity that is appropriate to the client's level and does not cause an asthma attack. It is very important to monitor the level of exertion using the RPE scale and heart rate, but also it is important to use the dyspnoea (breathlessness) scale.

This is a scale that works in a similar manner to the RPE scale with one being not out of breath at all and ten being unable to breathe. The most worrying signal would be if a client was at a very low intensity according to RPE and heart rate, but experiencing an eight on the dyspnoea scale, this would result in cessation of the exercise session.

www.TomGodwin.co.uk

Tom is the managing director of Foresight Fitness Services, specialising in exercise referral, corrective exercise and business coaching.





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The must have fitness gadget for 2014 is here! Get your hands on the new craze that's sliding through Australia, the XRSLIDE. The fit kit is compact, durable and portable, perfect for on-the-go exercise, or for use in the comfort of your own home. The sliders easily fit into your gym bag or briefcase, so you can train at home, on your lunch break or at the park. Plus the XRSLIDE works multiple muscles while engaging your core throughout each workout. The perfect gear for all abilities, versatile and highly effective, the kit helps to strengthen and tone your muscles.

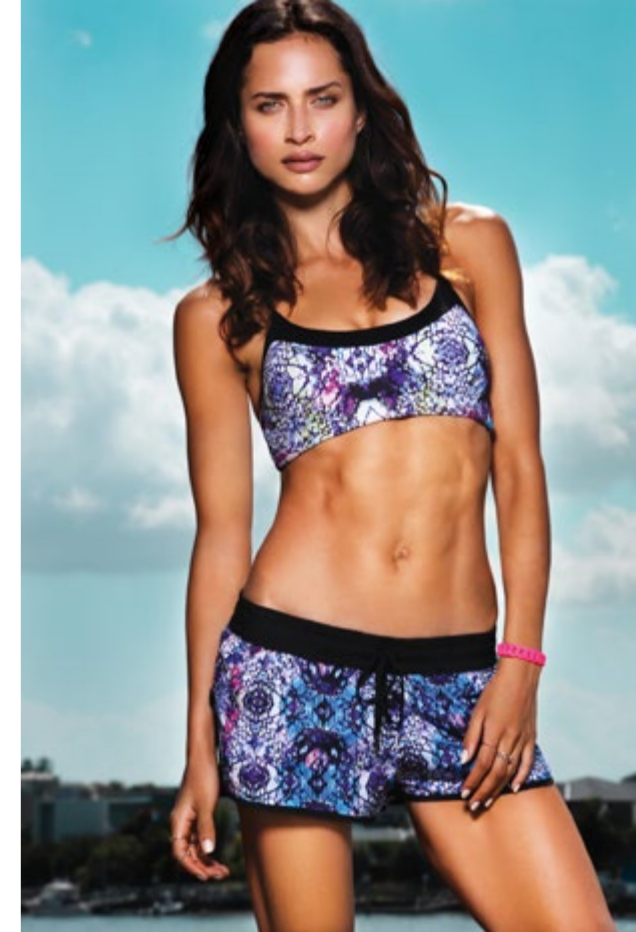


THE FITBUG ORB
£45.00 from www.fitbug.com

The Fitbug Orb is a button sized activity tracker which tracks your sleep, steps, calories burned and distance covered. It comes with free access to KiK - your very own digital coach offering bespoke nutrition and activity plans as well as on-going advice and guidance to encourage and motivate you to increase activity levels and make healthier lifestyle choices.

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www.powrx.co.uk

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FIGHT THE FAT FIT KIT



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www.theproteinworks.com

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www.blitzsport.com

Skipping not only tones your whole body, but also gives your heart a good workout. This underestimated method of fitness, is simple, efficient and cost effective. The leather deluxe skipping rope, by Blitz, is available in four lengths, 8ft, 9ft, 10ft and 11ft. Manufactured from soft leather and traditional carved handles, it gives you a good comfortable skip and with the range of rope lengths, a variety of choice depending on your height.

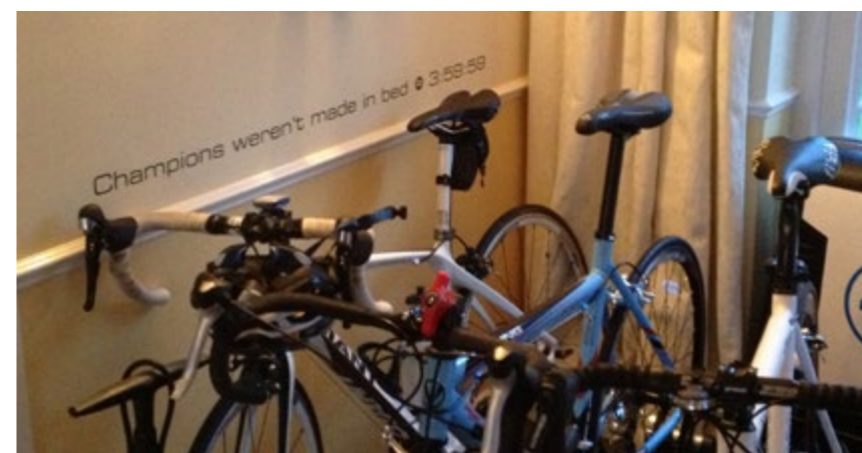
RESISTANCE BANDS
www.aione.en.alibaba.com

These resistance bands are made by layering a continuous sheet of natural rubber latex which gives it added strength and durability. They are made of 100% natural latex through a continuous layering process to ensure long life. All bands are 41" in length with an 82" circular circumference and different width, so they can bear different levels of resistance. With them, you can do the pull-up workout, exercise your arm muscles or even the whole body, it all depends on how you use it. It is also ideal for individual users from beginners to athletes. With this resistance band, you can workout at home or anywhere. Liberate yourself, liberate your body!



4DISTANCE WALL STICKERS
www.4distance.co.uk/index.php?cPath=33_2_35

As Athletes we typically have all the gear, but you can't buy motivation; or can you? We all need it at some point. We need something to stand out... something to grab our attention. Your coach isn't always going to be there to remind you, so why not put it on your wall? 4Distance are the only UK provider of exercise specific wall stickers to help and inspire you.





No More Fitness Gamble with DNA Testing on the Cards

In an industry where new research is published on a near-daily basis, it's easy to get caught up. Whether it's low carb, high carb, high fat, Paleo or 5:2, they can't all be the right solution for everyone, can they? And surely HIIT won't be the answer for all, as much as we'd love to achieve peak fitness in just eight minutes a day. With so many different sides to the health and fitness dice, is it a case of "roll them and see"?

There could be a way around this diet and fitness roulette we seem to be spinning. Enter DNA testing. A relatively recent development in the health and fitness world, the first commercially available DNA test for fitness was launched by DNAFit in early 2013. Testing genes associated with all aspects of sporting performance and weight management, the tests appear to be the answer to all of our training and weight loss questions.

SO JUST HOW DO THEY WORK?

Depending on the provider and the chosen test, anywhere between five and thirty genes are tested for common variations known to impact on exercise and/or weight management.

The variations (or alleles) you are found to have can tell you what your body responds best to in terms of endurance versus power exercises, your rate of recovery following exercise, how well your body utilises carbohydrates or fats, and even your likelihood of being lactose or gluten intolerant. It really is fascinating stuff.

"Research is proceeding at a tremendous pace", says Dr Trevor Jarman, biochemist and co-creator of My-gene-diet.

"Knowledge on particular genes is building rapidly and DNA testing could tell the customer if they have common gene variations which impact on bodyweight, hunger and eating behaviour".

"For example, a variation in the FTO gene associated with high levels of the hunger hormone, ghrelin, and an increased desire for high fat foods, is carried by almost half the population, with 16% having a double variation. Those with a double variation are 70% more likely to be obese. It is likely that a low fat/high carb diet would be recommended, with advice to keep saturated fat intake especially low. Exercise is known to be particularly beneficial for weight loss with this gene."

NOT THE COMPLETE HAND

David Nicholson, Director of DNA Worldwide, who specialise in drug, alcohol and forensic services, thinks we should look at fitness DNA testing as not simply black and white. "There are bigger factors at play than genetics when taking into account the magnitude of functions within a cell", says David. "Take for example, breast or prostate cancer, two people could have the same variation of a gene that says they're more susceptible to these diseases, but their lifestyle choices could dictate whether this actually has an impact on their life."

"DNA is just a small piece of the puzzle", David concludes, "consider it as 20% genetics, 80% lifestyle."

WHO IS DNA TESTING FOR?

The tests are aimed at those interested in exercise performance and weight management. However different providers focus on these areas with varying weight. For example, the My-Gene-Diet focuses more on weight management, with exercise as an element in meeting those goals, whereas DNAFit has a detailed fitness test as well as a separate diet test.

Ulisses, DNAFit fitness expert and Director of Personal Training at the renowned Reebok Sports Club in Canary Wharf, believes that DNA tests are suitable for anyone who takes their diet and fitness

seriously. "Especially members that might be hitting a plateau" he says, "getting a DNA test can make them learn more about their body, their diet, and get the most from their fitness."

Ulisses was surprised by his own DNA test results. "Coming from a bodybuilding background, I thought I would be more power dominant, but my results came back as mixed endurance and power." As a result of his test, Ulisses changed his programme by reducing rest periods between sets and focusing more on supersets, allowing him to use his endurance capabilities to get the most out of his strength training.

So impressed by what he learned, Ulisses has become an ambassador for DNAFit with his own edition branded DNAFit test available at the sports club and on his website.

WHAT THIS MEANS FOR PERSONAL TRAINERS

Not only do different laboratories and DNA test providers give differing opinions on how gene variations affect the body in respect to training and diet, but each individual may interpret their own report in a different way.

"You don't necessarily need to change your whole programme because of the results," says Ulisses, "you can incorporate a mixture. Balance is important." This is the driving factor behind Ulisses' offering of a PT consultation.

DNAFit foresaw this trend and are currently the only fitness DNA testing provider to offer an accreditation programme, through the training provider, Premier. Ulisses hopes to have all of the personal trainers on his team DNAFit accredited.

THE MAIN PLAYERS

DNA Fit

www.dnafit.com

Fitness: 20 genes tested

Diet: 13 genes tested

DNAFit provide two separate tests, Fitness and Diet, and each of these come with tiered options. The "Lite" Fitness test (£119) tells you your power and endurance potential, post-exercise recovery speed, injury risk profile, recovery nutrition needs, with the "Premium" version (£149) also detailing aerobic (VO2 Max) potential, full genotype report and breakdown, and a DNA benchmark against a British Olympian. Both tests come with a free book, "The Sports Gene".

The "Lite" Diet test (£99) tells you your ideal diet, carbohydrate and fat sensitivity, lactose and gluten intolerance risk, the "Premium" (£149) also includes a suggested shopping list, twelve week eating plan and recipes, with the "Professional" (£199) also throwing in "detox ability", antioxidant needs, vitamin and micronutrient intake, salt, caffeine and alcohol sensitivity.

Ulisses Edition available
 (testing done through DNA Fit)
www.reebokclub.co.uk/
www.ulissesworld.com/

The Ulisses Edition is a combination of the DNAFit Diet and Fitness tests, and is available to members and non-members for a price of £265. This includes the test with extensive results, a consultation with one of Reebok's personal trainers, personal dietary guidelines and a free one-day gym pass.

Beyond Nutrition
www.beyond-nutrition.co.uk
Diet + Fitness: 20 genes tested

Beyond Nutrition offer a basic package which includes the test, results and a thirty minute consultation to go through the results and recommendations, for £395.

They also offer an ultimate package with three, one hour consultations (one per month) to guide you through adjusting your diet, exercise and lifestyle based on the DNA test results. This package also includes email, phone and Skype support between consultations to support you along the way, all for a sum of £545.

**“CONSIDER IT AS
 20% GENETICS,
 80% LIFESTYLE”**

My-Gene-Diet
www.my-gene-diet.com
Diet + Fitness: 5 genes tested

The My-Gene-Diet package costs £159, complete with a personalised report, recommendations on what type of diet suits you, examples of the best food choices for you, endurance versus power capabilities, and recommendations of how you can exercise according to your muscle type.

An add-on package is also available for £125 (with a £25 saving when bought together), which includes a telephone consultation to discuss your gene variation results, goals, likes and dislikes, advice on how to incorporate your results into a workable diet and exercise routine, and progress tracking with weekly contact with the team for four weeks.

XRGenomics
www.xrgenomics.com
 Aerobic capacity (VO2 Max capability) only – not clear how many genes are tested.



The XRpredict+ package (£149) includes a review of physical characteristics, taken from a thirty answer questionnaire, combined with results from the genes tested. Your DNA test results and the information from the questionnaire are used to provide recommendations on how to adapt your approach to your fitness to make it more effective.

DNAFIT RESULTS

While waiting for my own DNAFit diet and fitness test results I began to speculate as to what they might tell me. Having mostly participated in triathlon and running, I was sure I would be endurance dominant. I've been injured a lot in the past so presumed that my injury risk would be high, and that I would have a slow recovery rate from exercise. I only ever seem to crave carbohydrate, and assumed this would mean I was carbohydrate focused and had a good tolerance for everything starchy.

HOW DIFFERENT MY RESULTS WERE ...

My endurance versus power potential came back as sixty/forty. My training should be focused more on endurance but with a substantial speed and power element. I have a medium injury risk, but with a tendency towards inflammation, so recovery from any injuries I do pick up

may be hampered by my genetic response. Mixed with poor biomechanics this could explain my injury history. I have a fast recovery from exercise, meaning I don't need as much rest between sessions as I may have thought, however, antioxidant intake is still important in helping to rid free radicals caused by strenuous exercise.

Over all, the results have given me a lot of useful information to play with when it comes to planning my training and diet. But my biggest fear about the test was confirmed when it was right there on the page in front of me... I have high sensitivity to carbohydrate, and as such should limit my intake of refined carbohydrates to just 8% of my daily calories. Excuse me while I cry into my bowl of pasta.



Georgina is a freelance writer, sports therapist, fitness instructor and nutritionist. For more information go to www.fitcetera.co.uk

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MY WORKOUT WITH... ZODIAC

This month we caught up with Kate Staples, better known as 'Zodiac' from *Gladiators*, to bring you her secret weapon to keeping in shape. She favours eight-minute cardio and strength circuits to keep her body toned and gladiator-fit. These are the ones she likes best:

INTERMEDIATE

WARM UP

5 minutes: Jog, squats, star jumps and twists

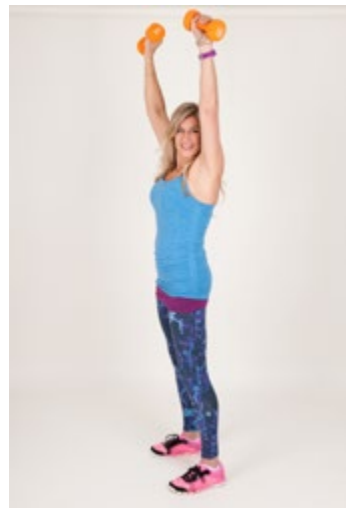


BOX PRESS WITH ALTERNATE LEG LIFT

Targets chest, upper back, shoulders, core.

Kneel on all fours, lower chest towards mat, kick back and up with leg. Alternate leg with each push up.

2 reps for each leg.



SQUAT SHOULDER PRESS.

Targets quads, hamstrings, glutes, core, lower back, shoulders.

Feet shoulder width apart, holding dumbbells at shoulders, squat down keeping back straight, stand up straight and drive dumbbells up to full arm extension.

2 reps of 60 seconds.



PLANK JACKS

Targets core, shoulders and glutes.

Start in push up position with arms fully extended under you. All weight now supported on hands and toes. Jump both feet outwards a good 18 inches from start position, jump back to centre and repeat. Keep back flat, abs engaged and body aligned throughout.

2 reps of 60 seconds.



REVERSE LUNGE WITH TRICEPS KICK-BACK

Targets quads, glutes, triceps and core.

Stand upright arms by sides, holding dumbbells. Step back dropping back knee to just about floor. Keep elbows squeezed into sides, straighten arms by pushing dumbbells back and away from you. Return, step back with other leg and repeat.

2 reps of 60 seconds.

COOL DOWN + STRETCH

Full spine stretch, quads, shoulders, hamstrings, neck stretch.

ADVANCED

WARM UP

5 minutes: Jog, squats, star jumps and twists



MOUNTAIN CLIMBERS

Targets back, shoulders and core.

Start in full push up position. Weight supported on hands and toes, abs engaged. Alternately jump feet in and out bringing knees into chest each time.

3 reps 60 secs



PENDULUM LUNGE

Targets whole lower body

Stand upright, hands on hips, feet shoulder width apart. Lift right foot and lunge forward to a 90° knee bend. Then push off with front foot and take it all the way behind you to reverse lunge position. Repeat back and forth on same leg for 30 secs before repeating on other side.

3 reps 30 secs each leg.



JUMPING SQUATS

Targets quads, hamstrings, calves, glutes.

Stand upright with hands on hips, bend at hips and knees to half squat position, arms straight out behind, jump straight up and land in semi-squat position. Repeat jump.

3 reps of 60 seconds.



FULL PUSH UP

The old faithful and one of the most effective targets of shoulders, arms, chest, back and core. Maintain body alignment and form throughout. Don't cheat and always drop to a 90° elbow bend.

3 reps of 20 secs

COOL DOWN + STRETCH

Full spine stretch, quads, shoulders, hamstrings, neck stretch.

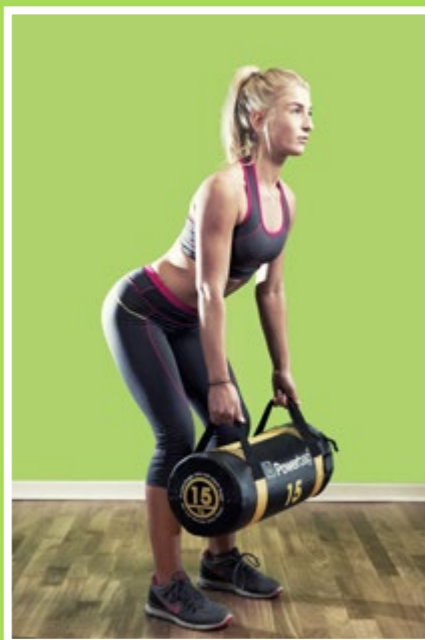
Kate Staples is remembered by millions as 'Zodiac' from the smash hit, all-action, nineties TV series *Gladiators*. She has also enjoyed a career as a ground breaking GB athlete who set over forty records and is an internationally renowned trainer. She runs fitness camps internationally with Olympic legend Daley Thompson, and she has also co-authored a book called *Burn Fat Fast*. Any qualified trainers interested in joining Kate and Daley Thompson's team can get in touch through www.fitnesscamp.co.uk.

POWERBAG CLEAN+PRESS

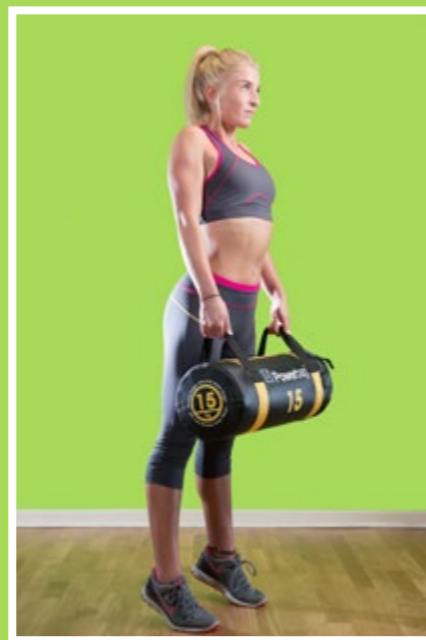


by Kristoph Thompson

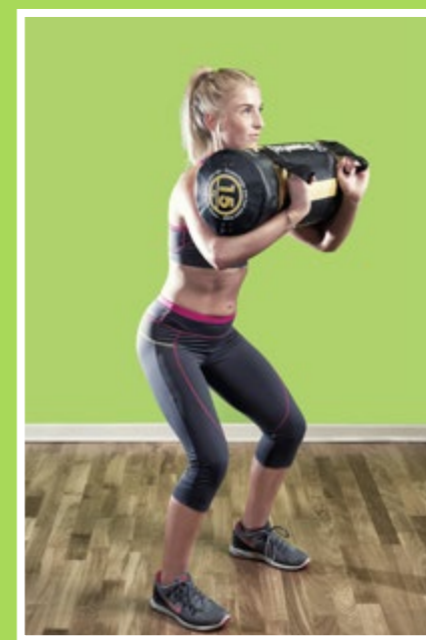
This exercise has its origins in Olympic weightlifting and is typically used by athletes to develop power and force application to the ground. It is also a fantastic exercise to include in a client's training programme. This whole-body exercise places a high metabolic demand on the body, helping to maximise calorie expenditure.



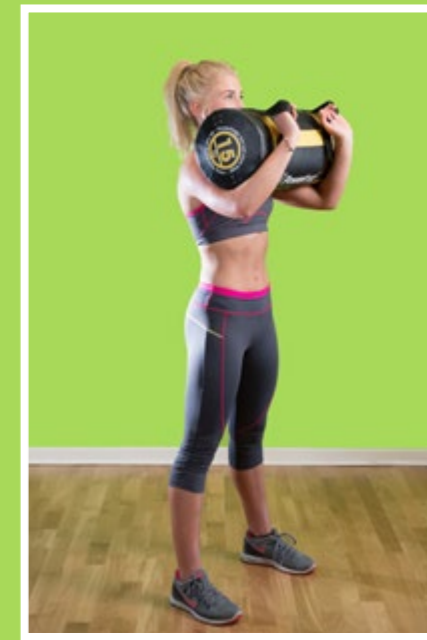
Stand with feet shoulder width apart, holding the Powerbag in both hands at the 'dead' position keeping chest up and back straight with a slight bend in the knee and hips high.



Keeping chest up, drive the hips forward and open, and shrug the shoulders, coming onto tiptoes momentarily.



As the Powerbag passes the midsection dip the hips slightly and roll the Strength Bag onto the forearms into the 'catch' position. The momentum from the extension of the lower body joints will propel the Powerbag upwards, so it shouldn't feel as if the arms are pulling it up.



Straighten the legs, keeping the elbows high, coming into the 'rack' position.



From the 'rack' position press the Powerbag straight up overhead. Alternatively a push press can be used. Quickly dip and drive; bending the knees slightly, keeping the torso upright then drive the powerbag upwards.

In a traditional context, the clean and press is performed in a gym with a barbell and a specialist lifting platform. However, this exercise and its variations lend themselves to a variety of settings and kit. The clean and press can be performed with all manner of equipment from kettlebells to sandbags and is equally suited to the gym or an outdoor environment.

In order to develop power, the barbell clean and press is performed at a high intensity and the volume is therefore relatively low.

The exercise as shown, with a powerbag, is well suited to a slightly higher training volume, particularly when any variations are included. The number of sets/ reps or duration of each set will be determined by the overall aims of the client, and the goals of the current period of training.

Movement quality is the critical, with the upward momentum of the powerbag generated from the extension of the lower body. Any deterioration in form is a sign that the client is fatigued and that the set should be stopped.

The fundamental exercise can be added to, or amended, to add variety or adapt the challenge to the client. Some of the possible variations and additions are presented here but there are a multitude of others that you could also include.

Powerbag from www.physicalcompany.co.uk
Clothing from www.lijastyle.co.uk
Photography by Marcel Grabowski (www.marcelgphotography.com)

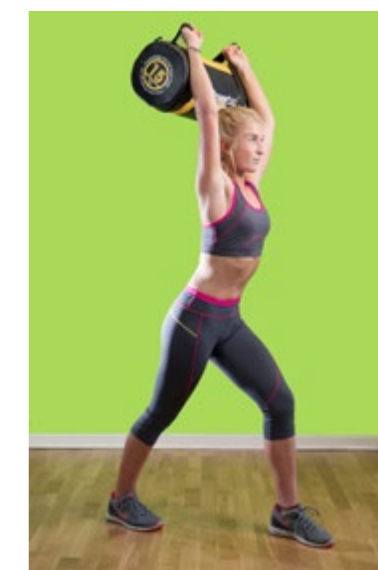
Variations



The client can 'catch' the powerbag in a deep front squat position. Once extension of the lower body has occurred, the client should quickly drop under the powerbag into the deep catch position.

Start with a squat thrust and/or press-up, adding these between reps.

From rack position, the client can move into a front squat, (walking) lunge, or overhead squat.



As an alternative to the strict press or push press, the client can use the 'jerk' to move the powerbag overhead.

Once the bag has been pressed overhead, depending on the bag, it may be slammed into the floor.

WORKOUT SHAPE UP OR SHIP OUT

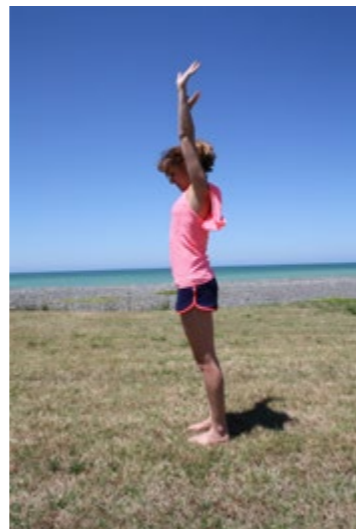
www.kellydubuisson.com

WARM UP

Knee lifts, leg kicks and spine twists one minute each.

WORKOUT

Beginners aim for two sets of thirty seconds, advanced should aim to get to four sets of thirty seconds with no rest between exercises.



Renegade burpee

Start in plank position and keeping hips still lift alternate arms before jumping feet to chest and leaping up to standing hands to ceiling. Crouch back to floor and jump legs back into plank to repeat.



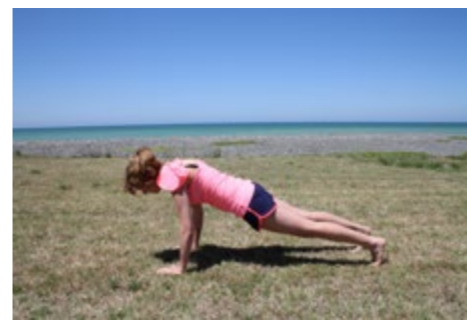
Sumo squat lift

Feet wide, squat low keeping hips tucked under and shoulders back. Kneel one knee to floor, then the other, before standing back one leg at a time maintaining squat position.



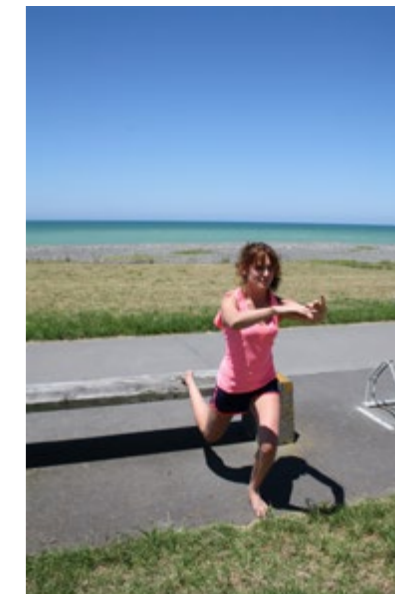
Get Up

Lay flat on back with one knee bent and the opposite arm stretched to ceiling. Push on to opposite elbow and half lift the body over to one side, keeping arm extended to ceiling. Lie back to floor and repeat.



Criss-cross plank

Start in extended plank position and cross knees to opposite elbows keeping hips level and bodyweight forward.



Around the world

Start facing away from a bench or chair with one leg straight in front and arms to ceiling. Keeping leg as high as possible circle to the side reaching arms to sides and then circle behind placing foot on bench with hands to head and lunge front leg. Repeat by lifting to standing and immediately extending the same leg out in front.



Frog crunch

Lay on back with legs straight and ankles crossed. Lift head crunching knees to elbows before straightening body to floor.

Once you have finished circuit, do one set of four minutes with eight rounds, twenty seconds on, ten seconds off, alternating between:



Reverse Elevated Push up

Feet on a bench or chair and arms wide of shoulders press down. Lower nose to floor and lift keeping body weight forward.



Bench leap

Hands either side of a low bench, jump legs up and over from side to side as quickly as possible.

STRETCH glutes, shoulders and lower back.

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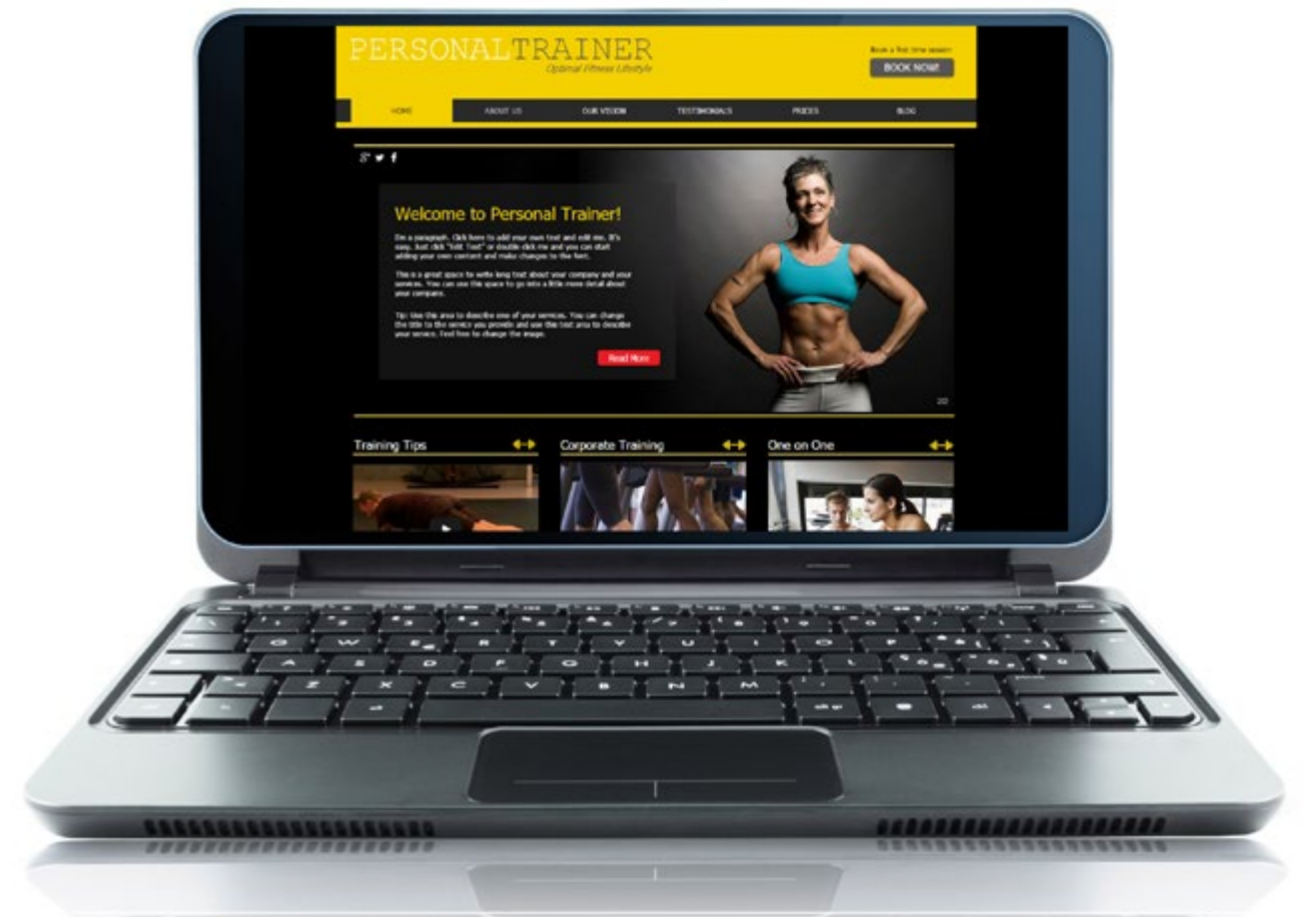
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TOP TIPS for Creating Your Personal Training Website

In the competitive world of Personal Training, a strong website is crucial to building your brand and standing out from the crowd. Using a web development platform such as Wix.com, allows anyone to easily create a professional and stunning online presence, and be found by the millions of people searching for a PT from the comfort of their couch or mobile device.

With hundreds of stunning templates that can easily be customised by their simple drag-and-drop interface, you can literally design your website in a matter of hours, enabling you to spend more time with your clients, improving their fitness.

To create your website, you don't need to have any design skills or know how to code. The experts at Wix provide us with their top tips to getting started in building a successful business PT website:

> **Template research:** Utilise Wix's knowledge of web design trends by choosing a template that grabs your

attention. Drag and drop website components around the page to give it the look and feel you want.

"TO CREATE YOUR WEBSITE, YOU DON'T NEED TO HAVE ANY DESIGN SKILLS OR KNOW HOW TO CODE"

> **Customise the menu:** Direct your visitors around your site by adding easy-to-find tabs in the menu. This will allow them to view all your services from one on one session to group classes.

> **Mobile Friendly:** Help out people on the go who are browsing your site on their mobile phones, by activating the mobile optimised version of your website. Then add a Mobile Action Bar so that in one click, mobile browsers can send you an email, follow you on social media and jump to the internal pages of your website.

> **Clear pricing:** Price is essential in selling your services, so make your 'Price List' or 'Services' page easily accessible. People know that you charge so there's no need to hide it!

> **Show off time:** Include testimonials to show your site visitors what others think of your PT services. Add them as text boxes to your websites or visit the App Market and add one of the Testimonial apps to include well-designed reviews that are easy to edit and can be customised to match your website's design.

> **Social Media:** Utilise your website to grow your social networks by including social media buttons and links from your site, it's the perfect way to spread messages by word of mouth.

> **Search Engine Optimisation (SEO):** Think carefully about the content of your site by using buzz words that will be easily picked up by search engines. If you specialise in a particular exercise genre then be sure to include this. This will allow potential customers to find your site over your competitors'.

> **FAQ & Contact details:** Make it easy for visitors to ask questions about your PT services. Add a section for frequently asked questions and provide a phone number, email address and/or contact form for individual questions.

By Ilana Stemmer, PR and Community Account Manager

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Studying Nutrition with CNM has changed my life!

Keris Marsden, personal trainer at Fitter London, and a student of Naturopathic Nutrition at CNM

"Around 80% of body composition is nutrition based, so an in-depth understanding of the role of nutrition as medicine, allows personal trainers to assist clients with numerous health issues. Studying Nutrition at CNM is giving me extensive knowledge of nutritional therapy and enhanced interpersonal skills to help me improve clients' health and vitality. My own health and fitness has also been **transformed!**"

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OPTIMUM NUTRITION!

Food is an essential component for life, health, wellness and performance. The new year is the time when most people reflect on their food choices and set new goals to lose weight, gain muscle and improve health and performance. It is true that we are what we eat and with healthy choices, this should fuel your system for exercise and everyday activities of daily living.

The basics of eating well with lean proteins, slow release complex carbohydrates, not too many simple sugars, plenty of fibre and fluids, and five to eight portions per day of fresh fruit and vegetables, will provide the first stepping stone towards achieving your dietary fitness, health and wellness goals in 2014. The importance of good, healthy nutrition and dietary habits cannot be underestimated.

Due to the demands of a busy lifestyle and time restrictions, many people reduce the recommended three to four meals per day to two larger meals with no breakfast, leading to fluctuations in blood sugar levels, hunger and food cravings. Eating four to

six smaller portions per day, including a healthy breakfast will help to suppress your appetite and control bodyweight. Nutrient timing is also important especially when following an intensive workout regime. Everyone can make significant improvements in how the body utilises, stores and replaces energy by controlling levels of exercise, maintaining better eating patterns, portion sizes and food choices.

"WRITE A FOOD DIARY OR LOG EVERY DAY, TAKE EACH DAY AS IT COMES AND YOU WILL GET THERE!"

A healthy approach to eating involves including food choices from each of the five main food groups each day to support immune health and limiting empty calories. For example, refined and fatty foods. Eat a variety of foods including fresh fruit and different-coloured vegetables with important vitamins, minerals and antioxidants at each meal. Go for whole grain, unprocessed complex carbohydrates to add fibre and lower glycaemic score, improving blood sugar regulation and appetite control.

Protein is important for growth and repair of all bodily tissues and provides hormones and enzymes needed for metabolism and digestion in the body. Protein can be from

animal or plant sources. For example, lean cuts of meat, fish or beans and legumes, limiting red meat consumption and including oily fish to increase levels of essential fats in the diet.

Low fat dairy products should be included for increasing bone density and supplying nutrient demand for exercise adaptation. 10-15% of the daily energy value should come from unsaturated fats (nuts, plant and seed oils), which help lower LDL cholesterol and raise HDL cholesterol and benefit cardiovascular health. Saturated fats such as animal fats that cause damage to arteries, should be restricted in the diet. Drinks consumed should be mainly water based, juices or skimmed milk rather than caffeine, fizzy or energy drinks.

Power up your diet, boost health and wellbeing and get your best body yet. By following these simple rules, you can achieve your dietary goals by making them SMART realistic goals. Write a food diary or log every day, take each day as it comes and you will get there!

Body coach fitness is owned by Sharon Clare, a Level 4 advanced personal trainer based in Suffolk. Sharon is a natural, international physique competitor and lives and breathes everything fitness.

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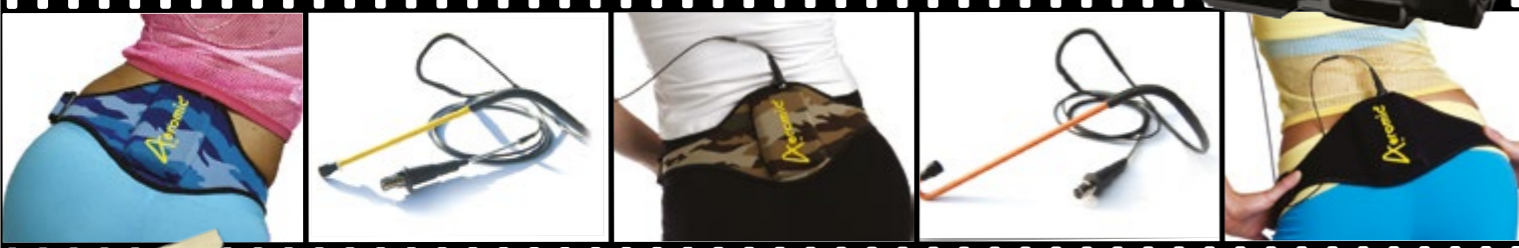
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RESCUE Pastilles are priced £5.95 per tin and are available from Boots and leading pharmacies and healthfood stores. For more information, visit www.rescuemedicine.co.uk



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Nordic Oil Vitamin D3 offers a whopping 1250% of your RDA of 'sunshine' vitamin D, with 2500iu per dose- making it the perfect supplement to maintain good health across these winter months.

The positive effects of vitamin D on the human body are plentiful too; it is essential for everyday function, repair and replenishment. Muscles need it in order to move, nerves need it to carry messages from the brain, and the immune system needs vitamin D to fight off invading bacteria and viruses.

This makes it the perfect choice for athletes who want to stay healthy this winter, and start 2014 on the strongest possible footing. www.nordicoil.co.uk



Sports Supplements//

WE TAKE A LOOK AT THE BEST SUPPLEMENTS FOR ACHES AND PAINS, STRESS, SAD, FATIGUE AND IRON DEFICIENCY

THE ONE FOR FATIGUE

Boots RE: BALANCE VITALITY CO-QH (Ubiquinol) 50 mg Food Supplement 60 capsules, £31.99

Ubiquinol is something produced naturally in the body, however ageing, some diseases, use of drugs such as statins, and the effects of certain lifestyles, such as high levels of alcohol or nicotine consumption, stress and even high impact sport can lead to the need for increased levels of Ubiquinol for the body to function normally.

Ubiquinol Q10 is fermented from yeast and, therefore, does not contain the impurities that synthetically processed CoQ10 products do. This natural vitamin-like substance can help reduce fatigue, increase higher energy levels in the muscles as well as improve stamina. A 2013 double-blind, placebo controlled study found that daily supplementation of 300 mg of Ubiquinol for six weeks enhanced the physical performance of 100 German athletes training for the London 2012 Games by more than 2.5%.

www.boots.com



THE ONE FOR IRON ABSORPTION

Spatone Apple* contains Spatone spa water sourced from the Welsh mountains of Snowdonia National Park - which can help top up your iron levels whilst causing fewer of the unpleasant side effects often experienced with conventional iron supplements. Generally, iron one of the most difficult minerals for the body to absorb. However, the iron naturally present in Spatone has been shown to be easily absorbed, with up to 40% bioavailability, compared to 5- 20% from food and other iron supplements. The additional Vitamin C in Spatone Apple can help increase iron absorption to help ensure sufficient dietary intake of iron for active people. Spatone Apple is available from Boots priced at £9.95 for 28 sachets (4 weeks supply).

For more info visit www.spatone.com



THE ONE FOR A STRESSFUL EPISODE



Whether you are a nervous flyer, on a job interview or about to go on a first date, nerves and anxiety can leave us with sweaty palms and feeling lost for words. While many natural alternatives are believed to work through the 'placebo' effect, studies have shown that L-Theanine can actually help reduce heart rate and inhibit release of the "stress hormone" cortisol. Research on human volunteers demonstrated that L-Theanine created 'a sense of relaxation' approximately thirty to forty minutes after ingestion. Nature's Best L-Theanine is the purest form available and is the one used in clinical studies. It is not known to be addictive and does not cause drowsiness. www.naturesbest.co.uk

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delicious dahl

(Serves 4-6)

- 1 Onion, chopped
- 200g Chopped tomatoes
- 300g Yellow split peas
- 4 cms Fresh root ginger, grated
- 2 Dessertspoons of Linwoods Milled Chia Seed
- 700ml Vegetable stock
- 2 Teaspoons of cumin seeds, 1 teaspoon crushed
- 10 Freeze dried curry leaves
- 2 Teaspoons of ground turmeric
- 2 Garlic cloves, 1 crushed and 1 sliced
- 1 Green chilli, sliced
- 2 Tablespoons of vegetable or sunflower oil

1. Put the onion, tomatoes, ginger, split peas, cumin, turmeric, garlic and curry leaves in a slow cooker.
2. Add the stock.
3. Add most of the chilli, stir and leave to cook for 4 hours.
4. Add the Linwoods Milled Chia Seed, stir well and season.
5. Heat the oil in a saucepan and fry the sliced garlic and cumin until golden.
6. Spoon the hot oil over the dahl and sprinkle the sliced chilli on top to serve.



piquant pesto chicken

(Serves 6)

- 6 Chicken breasts
- 2 Dessertspoons Linwoods Milled Flaxseed, almonds, brazil nuts, walnuts and co-enzyme Q10
- 150g Breadcrumbs
- 150g Cream cheese
- 50g Fresh basil leaves
- 8 Vine tomatoes
- 2 Garlic cloves, crushed
- 4 Tablespoons olive oil

1. Preheat the oven to 200°C/ Gas mark 6
2. Slit each chicken breast to form a pocket
3. Place the basil, garlic, olive oil and 1 dessertspoon of Linwoods Milled Flaxseed, almonds, brazil nuts, walnuts and co-enzyme Q10 in a food processor and blend until smooth.
4. Add the cream cheese and mix well.
5. Fill each chicken breast pocket with the mixture and brush the outside with olive oil.
6. Mix the breadcrumbs with 1 dessertspoon of Linwoods Milled Flaxseed, almonds, brazil nuts, walnuts and co-enzyme Q10.
7. Press each chicken breast into the crumb mixture, transfer to an ovenproof dish and season.
8. Add the halved tomatoes and a little olive oil.
9. Cook for 20 minutes until the chicken is cooked through.
10. Sprinkle with fresh basil to serve.



tantalising chicken almond + vegetable tagine

(Serves 4-6)

- 1.25kg Butternut squash, cut into chunks
- 400g Shallots, peeled and halved
- 2 Tablespoons of olive oil
- 4 Chicken breasts, cut into pieces
- 250g Couscous
- 400g Can of chickpeas, rinsed and drained
- 1 Teaspoon of cinnamon
- Half a teaspoon of ground ginger
- 500ml Vegetable stock
- 12 Pitted prunes
- 2 Teaspoons of clear honey
- 2 Red peppers, deseeded and cut into chunks
- 3 Tablespoons of chopped mint
- 1 Tablespoon of chilli paste
- Some toasted almonds
- 2 Dessertspoons Linwoods Milled Organic Flaxseed

1. In a large saucepan, fry the shallots in the oil until soft.
2. Add the chicken and cook until brown.
3. Add the butternut squash and spices and stir for one minute.
4. Season well, add the prunes, honey, couscous and stock.
5. Add the chickpeas and simmer for 20 minutes until the couscous is cooked and the stock is absorbed.
6. Stir in the Linwoods Milled Organic Flaxseed, coriander and mint.
7. Serve in bowls, garnished with almonds and mint.

BEST ON TEST ENERGY SNACKS

Energy bars, tried and tested by us.

9Bar

★★★★★

Seeds are high in calories, which means 9bar is too. However this is because seeds are nutritionally dense which, in everyday terms, means that you only need a small serving to enjoy valuable nutritional benefits. Many other high calorie foods, particularly processed ones, on the other hand, are more likely to contain "empty calories" and be high in refined carbohydrates but low in the other nutritional components needed to keep your body functioning effectively. What's more, protein, fibre and complex carbohydrates are more likely to suppress your appetite and stabilize energy levels, reducing the likelihood of cravings.



Clif Builder's Bar

★★★★

CLIF BUILDER'S BAR has 20g of protein for the growth and maintenance of muscle mass. BUILDER'S never contains ingredients like partially hydrogenated oils or sugar alcohols. Although this bar doesn't beat Multipower in terms of protein content, the chocolate mint flavour was rather moreish. CLIF BUILDER'S BAR scored three out of five stars in our taste test.



Grenade .50 Calibre

★★★★★

Grenade .50 Calibre is a hard-hitting, pre workout detonator designed to make every workout an explosive, energy fuelled assault. Grenade .50 Calibre contains large dosages of Citrulline Malate (the most proven NO-boosting amino acid) and numerous other effective ingredients that support muscular blood flow.

Grenade .50 Calibre scored four out of five stars on our taste test. It's not the colour you'd expect for a lemon drink (brown), but it goes down really well before a tough workout.



High5 EnergyBar

★★★★

Designed for sports use, EnergyBar has been used for: long distance triathlons, enduro MTB events, hill walking, multi-day endurance racing, cyclo sportives, hill walking, trekking to the poles, cross pacific rowing and swim meets. It's also great as part of a carbo-loading diet.

High5 is race proven and a good source of energy. EnergyBar scored two and a half out of five stars over all.



Multipower Protein Bar

★★★★

With 50% protein, fat-reduced and low in sugars this bar is ideal as a post-exercise snack to aid recovery and muscle building. The optimum ratio of protein, carbs and fat also make it suitable as a healthy snack in between meals.

Multipower is great for anyone trying to gain muscle mass, with such a high percentage of protein in every bar. We tried the cookies and cream and chocolate orange flavours. Multipower scored two and a half stars out five on our taste test.



MuleBar

★★★★★

The Mule Bar story starts with the founders high in the Andes on Aconcagua, back in 2002. Guides supplied them with a host of different bars which made their stomachs bad and they knew immediately that they could make better energy bars at home. After making prototypes in their kitchens at home, they pedaled them around races to have people try them, and Mule Bar was born.

MuleBar really does live up to its reputation as a yummiest energy bar. My favourite flavour was Summer Pudding, and I had to stop myself scoffing too many.





Natural Choices for Healthy Protein

Healthy protein is an integral component of any fitness regime and makes a big difference to sports performance, mood, toning results, lean muscle gain and weight management goals.

Too little protein in the diet when working out can lead to problems with immunity and can also lead to lethargy and mild depression.

Adequate healthy protein intake leads to lean muscle growth, which in turn leads to toning, sculpting, fat burning and increased energy levels.

There are some really simple effective food and supplement choices that you can make that will bring you all these benefits naturally.

Firstly as I tell my clients, and as I teach in my Weight Management classes at CNM, Nutrition is key. Get your protein as far as possible from everyday foods; free range eggs, chickpeas, pulses, tofu, avocado, salmon, white fish, nuts and seeds are some great choices that should be part of your diet if you want optimum results. A handful of nuts and seeds with a banana can be just as effective pre workout as an energy boost, as a heavily marketed unhealthy, sugary, caffeinated sports drink.

A glass of beetroot juice before exercise can also boost Nitric Oxide levels, thereby

increasing exertion output. Ditch the high carb, high sugar cereals at breakfast and set your metabolism up for the day by starting with a serving of scrambled eggs seasoned with the thermogenic spices cayenne or chilli, to help with fat metabolism and energy production. Protein based breakfasts are best but you don't want to slow the

“DITCH THE HIGH CARB, HIGH SUGAR CEREALS AT BREAKFAST AND SET YOUR METABOLISM UP FOR THE DAY”

digestive process down by adding in the bacon and sausages - add half an avocado instead, rich in healthy essential fatty acids.

If it's sustained energy you're after, go for a bowl of porridge with some added mixed berries and rice milk - this type of breakfast is nutrient-density at its best, and soothing on the gut.

If you're going to supplement your sports regime, select a protein powder that is organic and plant based as this type of protein is less likely to be full of sugars and artificial nasties. Superfoods like hemp, pea and brown rice are excellent phytonutrient rich choices, as are those that have a blend of some or all of these.

These healthy proteins can be taken just after exercise and/or before bed to help with lean muscle gain. They can even be mixed with fruit and nuts to deliver a

nutritious smoothie that can be used as a meal replacement, if shedding a few pounds is the goal. I advise my clients to avoid protein powders that are made from milk solids or whey, as they can cause bloating, flatulence and skin irritations. If your protein cost less than eight pounds it's probably best to give it a miss as often these may contain an inferior source of protein, i.e. milk solids; and they probably contain high amounts of sugar, fructose, high fructose corn syrup and artificial ingredients, which can eventually exhaust the adrenals. An added bonus of taking a healthy protein such as Sunwarrior is that it may also assist with mental performance, whilst helping keep your hair, skin and nails in great shape.



Rick Hay, aka The Nutritional Physiologist, has many years clinical experience in Nutrition, Naturopathy, Botanical Medicine and Iridology as well as being a Fitness Trainer. He lectures at

CNM (College of Naturopathic Medicine) in London, where he will be teaching a course in Weight Management from 7th March, and giving a public talk on 'Anti-Ageing Foods and Fitness Tips' on 23rd March.

For further information about courses available, or to book for Rick's talk, call 01342 410 505 or visit www.naturopathy-uk.com

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Joey Bull is a leading trainer of international standing and a four time UK Fitness Champion. She has devised the **Circuit Training Fat Burning Workout** and **Ballet Steps Inch Loss Workout** in her series of time efficient, body toning and fat burning circuits.

WE ARE GIVING AWAY THREE COPIES OF EACH OF THESE DVDS, EXCLUSIVELY FOR OUR SUBSCRIBERS.

Check out our review of the *Circuit Training Fat Burning Workout* on page 30.

PROTEIN WORLD WEIGHTLOSS COLLECTION AND STRENGTH COLLECTION UP FOR GRABS, EXCLUSIVE TO PT MAGAZINE SUBSCRIBERS.



Weightloss Collection

By combining the Slender Blend with essential vitamins and fat-targeting nutrients Protein World has devised a bespoke Weightloss Collection package for those looking to lose weight fast!

The Weightloss Collection includes:

SLENDER BLEND – 1.2kg (Vanilla/Chocolate); FAT MELTER CAPSULES – 90caps: A Protein World supplement that blends fat-burning ingredients guarana extract and green tea in one fast-acting mix; MULTI VITAMIN CAPSULES – 90caps: Guaranteed delivery of your Recommended Daily Allowance (RDA) of nutrients that can aid weight loss by improving sleep quality and digestion.

Strength Collection

The core muscle mass developing supplements have been bundled together in a bespoke Strength Collection package to support a bulk-up regimen. Products work in unison to boost tissue and muscle repair and growth.

The Strength Collection includes:

OATS AND WHEY – 1.4kg(Vanilla/Chocolate): Protein World Weight Oats and Whey offers a specialist formula that packs plenty of protein along with an energy boosting slow release of carbohydrate from the oats; LEAN MUSCLE CAPSULES – 90caps: Testosterone driver designed to ensure effective, rapid delivery of nutrients to muscle tissue; MULTI VITAMIN CAPSULES – 90caps: All round nutrient booster for 24-hour growth.



DO YOU DREAM OF OPENING YOUR OWN GYM?

WISE WORDS FROM A PT WHO HAS

Christian had worked his way up through every role a gym could offer. He'd cleaned toilets, gym equipment, answered phones, handed out flyers, trained clients and made some serious cash doing so.

It was time he owned his own studio and the dream had been brewing for many years.

His moment came when a client offered him a substantial investment. After some months of research and industry help and support, he had arranged his finances, written his business plan and made an offer on a 3,000 sq ft studio in Bermondsey. Lawyers had been instructed, contracts had been signed, every day seemed another step closer to realising his dream.

But the real work hadn't started. On the day of exchange the landlord pulled out, choosing to sell up in favour of converting to a block of flats.

'I had to start over, find a new property that would fit the very expensive plans and budget in less than three months. It seemed an impossible feat. The landlords lawyers called me to apologise, they knew it was bad form, the lease had already been signed but we were in the cool-off period so they were legally allowed to withdraw.'

HOW DID YOU COPE WITH THE

DISAPPOINTMENT?

After talking to my lawyer, I walked out and went door-to-door at every estate agents', taking every number and available property detail. I needed a studio in a short space of time, something that was welcomed by estate agents. On my first day I found three, all were more expensive and the building

"I COULDN'T GIVE UP NOW, HAVING COME THIS FAR"

work beyond anything we could afford.

HOW DID YOU GO ABOUT RAISING THE EXTRA CAPITAL?

I spoke to my backer, who said 'bring me a plan'. So I did. I couldn't give up now, having come this far. Against the clock, I worked 24/7 on the business plan, with paid market research to support it. Still the backer did not have that much money to invest, it was too high a risk. We discussed what the extra was, and agreed to it, provided I could get a loan to fund the rest. We were still short, so I went back to the landlord and began to negotiate hard. He agreed and everything was back on again. We were invigorated. It had been the longest fight of my life. And it was only the second round.

HOW DID IT BECOME MORE COMPLEX?

Where do I start? I hired an architect who drew up plans with stairs in the wrong place, costing me space and more money to

build them. We had words. Then he tried to charge an additional £7k for changes to the plans. We have a new architect now. With our approved plans we progressed onto signing a contract on the new space. Then as fate would have it, we were gazumped by an internal source who came to view the property. We felt deflated.

SO HOW DID YOU FIND THE SPACE YOU OCCUPY TODAY?

As it happened, we were still in negotiations with one of the original three properties. So we carried on with architectural pans, I never dreamed it would take so long to negotiate with landlords. We put the plan out to tender, the first builders who came back doubled our budget! Even the lowest tender was still far too expensive. We had to change our plans to an affordable price and sublet the remaining unit. We hired the builders we could afford and signed our first letter of intent at £70k. Hard cash became monopoly money, I could not comprehend the sums I was paying out....the numbers were ridiculous. As my bank balance dwindled, I winced. Life felt different with all that security gone. There was no turning back, project management and timing had never played such a critical role.

It's now one year since we found the property. It will be fifteen months when we open up to our first customers in April.

ADVICE

Be realistic on the amount of building work you want to do, it will always cost more than you expect. Showers and air conditioning will take up 70% of budget on the build.

Equipment – if you're setting up your own studio, don't worry about what looks good, focus on your USP and excel in this one area. If you can't afford it go basic and work your way up. Be realistic. If I could buy everything I wanted I would need to double my budget at the start.

Spend double the budget on the next studio.

Be aware of difficult questions, like why you're worth investing in. If you're asking people to back you, they will be challenged on a personal level. It's a difficult game, expect to jump through hoops and to make massive sacrifices.

WHAT WAS YOUR INSPIRATION?

I have a specific way of doing things and they have proven to work over many years. I trained myself to win the kickboxing world title. And I love teaching because I like to give back and share what I find exciting. What I had witnessed around me at other studios I didn't subscribe to, there was a gap in the market for exactly what I wanted, hence I needed to create it.

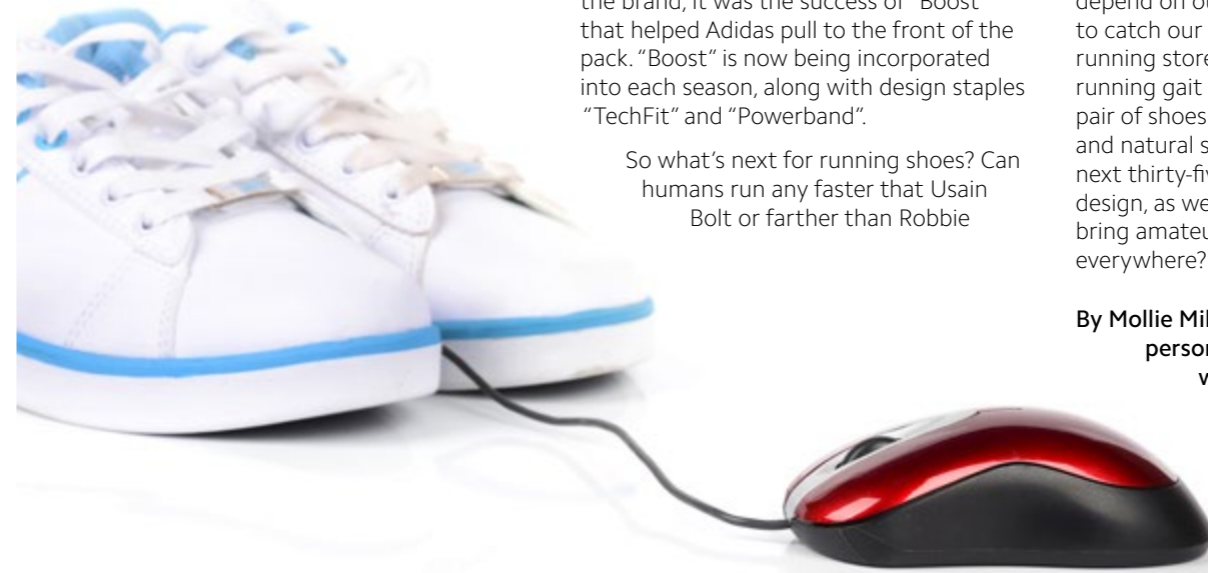
HIIT Studios opens in April in Bankside. Address: Moonraker Point, 1 Pocock St, London, SE1 0FN. www.hiitstudios.com

DOES EVOLUTION MAKE YOU FASTER? OR DOES TECHNOLOGY?

Have you ever seen the 1981 movie classic, *Chariots of Fire*? Set in 1924, it tells the story of two athletes building up their training regime to compete in the Olympics. What do you remember of the film? Do you remember the boys running on the beach? How about the cigarette smoking? - What about their shoes? It looks like athletes at the time ran in plimsols. Even photos of Eric Liddell show him in these black leather shoes on the racetrack.

Fast forward to 1950s, when Bill Bowerman was coaching at University of Oregon, USA. Together with Phil Knight, they founded Blue Ribbon Sports in 1964 with \$1,000 and an order of 300 shoes. The company continued to grow and started using 'Nike' branding in 1971. But it was a waffle-iron tread that had all the runners talking at the 1972 US Track and Field Finals in Eugene, Oregon, USA.

It is amazing to think that for nearly fifty years, runners didn't have the unlimited choice we have today for what they put on their feet. Their performance was based on genetics and dedication to training, not their trainers. There have been many trends and innovations to help athletes reach their PB since Nike's ingenious tread. Only a few years ago, evolution seemed to head back to primal roots



with the emergence of barefoot running shoes from VIVOBAREFOOT (vivobarefoot.com) which took away all the years of design. Runners were strengthening their foot muscles and adjusting their stride to run like cavemen with only a plastic sole to protect their feet from thorns and pebbles.

On (on-running.com) is a Swiss-designed shoe that uses Clouds (inspired by garden hose glued to the bottom of a prototype)

"SO WHAT'S NEXT FOR RUNNING SHOES? CAN HUMANS RUN ANY FASTER THAT USAIN BOLT?"

on the soul for a barefoot feel. The idea was to have cushioning that could absorb both the vertical and horizontal impact a runner experiences with each step but without assisting in the push off. Soon after winning the Innovation Award in 2010 at the ISPO sports trade fair, On's "Cloudsurfer" design hit the market, to rave reviews.

With this barefoot trend going hot and strong, it was a big surprise for Adidas (adidas.co.uk/running) to launch "Boost" in early 2013. The new foam material invented for the shoe was full of small energy capsules, earning "Boost" the Runner's World Best Debut because of the large energy return. It was brought to market to give runners cushioning that was soft as well as responsive. The development of the "Boost" technology took about three years. After time in the lab, Adidas brings prototypes to the track for professional athletes to try and offer feedback on in terms of comfort, feel and fit. Although Adidas always had a running branch under the brand, it was the success of "Boost" that helped Adidas pull to the front of the pack. "Boost" is now being incorporated into each season, along with design staples "TechFit" and "Powerband".

So what's next for running shoes? Can humans run any faster that Usain Bolt or farther than Robbie

Britton? Perhaps shoes that are alive and self-repair are the answer. Shamees Aden is a PhD student studying how protocells (a synthetic biology that is both living and nonliving and capable of dividing and growing) can become a sustainable resource in athletic fashion. Her Amoeba surface-adapting trainer would be created with a 3D printer to perfectly fit an athlete's foot. The trainer would protect the body by adapting to the terrain and needs of the runner, offering more cushioning when needed. The protocell material would also be able to provide stability and elasticity when the run requires it. The design aim is that in less than twenty-four hours (in a special capsule with nutrients) the trainers would self-repair after a hard-core session. Amoeba trainers could also be breathable and waterproof, similar to many of the other running trainers available today. Unfortunately this technology is estimated to be ready in 2050. With its ability to self-repair, you might not ever need to buy another pair of trainers again.

Aden's concepts are a pairing of passions for fitness, design, and environmental concern. She is currently training for the Paris Marathon in Vibrams but trying to build endurance to run barefoot. She became interested in protocells after working in the textile industry, which produces a lot of waste. Aden doesn't see why protocells can't be utilized in athletic garments too in the future. If obstacle races (such as Tough Mudder) continue to rise in popularity, protocell suits might be the next big thing.

Runners will always be chasing the perfect shoe to help them catch their PB. Luckily we have evolved culturally and no longer depend on our ability to run fast in order to catch our dinner for survival. Specialised running stores now offer customers running gait analysis to help select the best pair of shoes based on anatomical structure and natural stride. Who knows what the next thirty-five years of innovative trainer design, as well as science advancement, will bring amateur and professional runners everywhere?

By Mollie Millington, London-based personal trainer & health coach, www.ptmollie.com, @PTMollie

FitTech: APPS

Check out the best fitness apps for PTs and consumers



SMALL GROUP FITNESS: STRENGTH IN NUMBERS

The winter blues can present a serious challenge to our New Year's resolutions. It's all too easy for financial restrictions, lack of motivation and busy time schedules to encourage people to return to their old ways. According to a study by the University of Scranton for example, only 46% of resolutions were maintained after the six-month mark in 2013. However, as dozens of new and engaging fitness trends continue to pop up, how do PTs differentiate between the latest fitness fad and a programme that really might stop your client jumping off the wellness wagon for good?

Group personal training has proved to be a fun activity that helps keep people motivated to stay fit and healthy. In the eighth annual survey on 2014 worldwide fitness trends conducted by The American College of Sports Medicine, group personal training came out in the

top 10. With innovation and technological improvements in the latest fitness equipment, this trend is only expected to climb up the rankings over the coming months.

"THERE IS MOST DEFINITELY NO 'ONE SIZE FITS ALL APPROACH' WHEN IT COMES TO WELLNESS."

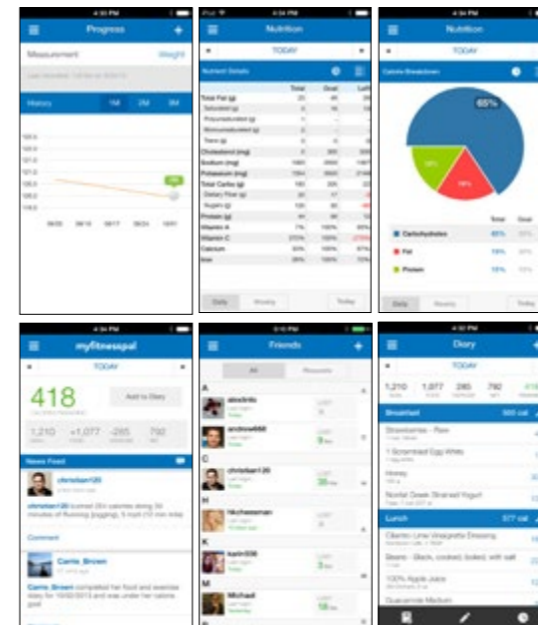
Anticipating the growing predominance of group personal training in facilities worldwide, Technogym recently launched OMNIA, which also caters to another growing trend in 2014 – functional fitness. In essence, OMNIA is a central unit with up to eight stations, fitted with a variety of accessories and options that trainers can use to devise limitless exercise options to suit each individual, based on their ability level and interest. Interactive, versatile and fun to use, it enables meaningful interaction between trainers and all users at any given time, providing increased motivation and workout satisfaction.

There are several benefits that have led to the rise of this trend. Firstly, group personal training is more personalised than group fitness classes. Smaller training sessions that use specialist equipment and provide more professional interaction, result in better progression and client

engagement. It is also more affordable and more motivational than personal training because of the social element; working out with a group of other people encourages friendly competition and a motivational environment. Finally, functional fitness places the emphasis on being 'fit for purpose' in all aspects of life, moving away from unrealistic body building goals towards a 'Wellness' approach to fitness.

With the first month of the year drawing to a close, many people's resolutions are already starting to fade into the back of their mind. To help people stay committed to their goals and really see the results, it's essential that personal trainers provide clients with a customised and tailored exercise programme. There is most definitely no 'one size fits all approach' when it comes to wellness. Encouraging and maintaining success means focusing on the personal aspirations and goals of your members – not trying to enforce high-intensity offerings to everyone. Remember, not all members are looking to push themselves to the limits, put your clients at the centre of their programme, don't alienate them with painful and unrealistic workouts.

Technogym Senior Master Trainer, Grant Powles www.technogym.com



DAYTODAY TRAINING

www.imenze.com

"DayToDay Training was created by the Brazilian entrepreneur Leonardo Lino Vieira - while in college - in the year of 2011 and had its first version published at the end of that same year.

It had more than 16 thousand downloads and got the 35th place in Google Play's Health and fitness ranking."



"The app was acquired by Imenze Mobile Solutions - which is a Brazilian company specialized in development of mobile solutions - during the year of 2013. Right now, DayToDay Training is being upgraded. The new version is being BETA tested by personal trainers and athletes. It will be available very soon and, without a doubt, will exceed users' expectations."

"DayToDay Training is the essential tool for Athletes and Trainers. With DayToDay Training PRO the user can:

- Manage limitless Athletes Profiles.
- Perform limitless Physical Evaluations to track performance.
- Manage customizable limitless workout routines per athlete.
- Import and export backup data.
- Work OFF-LINE without trouble."

MYFITNESSPAL

www.myfitnesspal.com

"MyFitnessPal is on a mission to make good health attainable and sustainable for all. MyFitnessPal is the leading resource for taking charge of daily health and provides users with a one-stop shop to eat better and get fit. The MyFitnessPal platform is comprised of their free mobile apps – Android, iOS, Blackberry, Kindle and Windows – and a website which provide support that allows users to track, learn, communicate and improve their health and wellness. With the largest database of over 2 million foods, including nutritional content from all major brands and restaurants, MyFitnessPal makes you more aware and motivated each day."



COACH'S EYE

www.coachseye.com

Easily compare your own videos or great examples from the community. Split screen video comparison is equally powerful in landscape or portrait orientation. When unlocked, two flywheels allow precise control of the playhead for each video clip. When locked, a single flywheel controls the playhead for both video clips.

It's easy to compare two videos, or even the same video, within the Coach's Eye. Simply tap the video comparison button to add or swap videos when in the Coach's Eye analyzer.

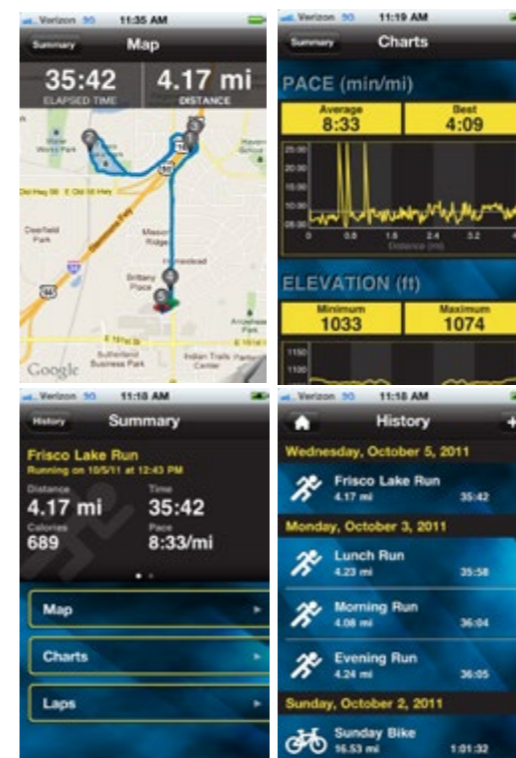
GARMIN FIT

www.buy.garmin.com

Get Garmin Fit and start making the most of your exercise routine. This app turns your smartphone into a powerful fitness training tool.

It puts a wealth of valuable data right at your fingertips. Using your smartphone's GPS, the app tracks your movements and provides you with your current speed, distance traveled, elapsed time and calories burned. Plus, with the built-in music features, you can select the perfect soundtrack for your workout.

When your workout is done, your data is automatically updated to Garmin Connect, where you can view your route on a map, easily track your progress and share your workouts with others.



LUMON FIT

www.lumonfit.com/training



LUMON FIT™
Intelligent Wellness

Lumon Productions has launched a new iPad application, Lumon Fit, which

increases efficiencies in client treatment and generates added revenue to fitness and rehabilitation providers. The app uses a proprietary, scientifically researched algorithm to intelligently analyze 6,000 entries and instantly perform hundreds of calculations. Fitness and rehabilitation professionals answer a series of questions with the client and receive highly detailed solutions and progress reports for individual clients in seconds rather than hours. Full-color reports can be reviewed with clients in real-time on the iPad, printed wirelessly, and emailed directly to the client for ongoing use and reference.

Users can learn more about Lumon Fit at www.lumonfit.com and try it for free for 30 days by downloading it from the iPad Apple Store. Training manuals and video tutorials can be found at www.lumonfit.com/training

Anatomy, Massage and Health & Fitness Books for Every Body



Stability, Sport and Performance Movement: Practical Biomechanics and Systematic Training for Movement Efficacy and Injury Prevention

Joanne Elphinston
• 978 1 905367 42 9 • £34.99
• 384 pages • paperback

This book promotes the foundations for effective movement, rather than to solely develop core stability. Section 1 explores the relationship between movement and stability, introducing new concepts and examining existing models. Section 2 develops functional motor patterns by integrating stability concepts with posture, balance, mobility and neuromuscular control.

Run Like an Athlete: Unlocking Your Potential for Health, Speed and Injury Prevention

Jay Dicharry
• 978 1 905367 44 3 • £14.99
• 192 pages • paperback

Takes a deeper look at running, providing you with the knowledge and tools to solve the problems that limit your performance and lead to injuries. If you want answers, tools, secrets to achieve your best, look inside for expert advice. Featuring: biomechanics for runners; mobility; strength training; shoes; corrective exercises and form tips to improve ...and much more!

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FIT FOR THE FUTURE?

SELL: WHY NEW TECHNOLOGIES WILL BE AFFECTING YOUR JOB

As long as you eat right, get the right amount of exercise and sleep, then keeping fit really isn't all that complicated. With companies such as Samsung, Jawbone and Nike convincing consumers that they need a bracelet to track their calories, activity, sleep, weight and heart rate are they really simplifying fitness or just complicating it? The main question as more and more of these high priced tools hit the shelves is whether or not they are actually worth it.

The wearable computing sector is continuing to grow. With experts predicting that sales will reach \$5 billion by 2016, your fitness regime is sure to be affected somehow. Whether it is for personal use or how you manage your clients, at some point you will need to decide whether or not these tools will be a factor.

The list of wearable technology is growing longer and longer, now including athletic clothing companies like Nike, Adidas and

Under Armour as well as phone companies, the latest being Samsung. With all of these new devices, as well as hundreds of apps to download onto your smart phone, you can keep track of every aspect of your health and fitness in your pocket or on your wrist.

THE PUSH FOR 'BIG DATA'

Even as the initial novelty of these products starts to wear off, the ones that are sold will continue to supply big data to the companies that created them.

Not only do the consumers get their personal data from these products, the companies do as well. This allows them to keep track of just how many people are using their product and how often and helps them decide their next move.

Choices concerning future updates, products and the importance of different uses of the bracelets, all rely on this information.

While the excess of data presented by these technologies may be beneficial to the

brands, some personal trainers think they are just numbers and not essential to a fitness regimen.

"I work with food diaries and habit changes rather than fixating on numbers," says London based personal trainer, Gemma Morris. "Usually people who are trying to lose weight have emotional issues attached and focusing on numbers does not deal with these issues."

The stress of having to keep up with all these numbers can become addictive and difficult to maintain, which may end up doing more harm than good to overall health.

THE POSITIVES

Research at the Centre for Creative and Social Technology at Goldsmiths, University of London found that out of 4,000 adults; only 18% actually have and use wearable technology, but 82% of users believe that the technology has enhanced their lives.

"TRAINERS MAY HAVE TO START LOOKING FOR NEW WAYS TO KEEP THEMSELVES RELEVANT"

For consumers unable to afford a personal trainer, but looking for serious weight loss, muscle gain or those training for a specific sport, these new technologies might be the answer they've been looking for.

Krista Muhlbauer, New York based personal trainer, has yet to try the wristbands out for herself, but sees how they can be helpful, "Athletes at every level need motivation. I believe it can help the beginner who needs assistance understanding how to begin their fitness journey, to the extreme athlete fine tuning their routine."

By summarising every aspect of your life, including sleep, weight, calories, diet and activities, it is an easy way for those with little to no knowledge of fitness to track their goals and make sure they stick to them.

With every aspect of your health in one place, there will always be a summary of your fitness and nutrition day by day, quickly pointing out days you might have been lazier than others.

The attraction to this method is that if you really want to change, as soon as you find yourself slacking you'll push harder to keep up with your goals.

Also, for those who are no longer seeing results during a plateau and don't understand why, this summary can help them identify what aspect of their lives they should change in order to keep their body from getting too comfortable in a workout routine.

SOCIAL CONNECTIVITY

Since social media has become such a huge part of our everyday lives, it makes sense that this social aspect of all of these apps and technologies is one of the main reasons we're so attracted to them. Rather than just tracking your own stats, you can compare and share your results with friends.

Research done at Kansas State University found that those who exercised with a partner increased both their workout time and intensity by up to 200%.

By having someone holding you accountable to your exercise and diet you are more likely to stick to it and the easiest way of doing this would be through one of these apps or wristbands.

REPLACING THE PERSONAL TRAINER?

A concern that emerges from all of this is whether or not there will still be a need for personal trainers if fitness technology keeps growing at such a fast rate.

If it is so easy for consumers to keep track of all the information they could get from a personal trainer themselves, as well as finding workouts online, then trainers may have to start looking for new ways to keep themselves relevant.

"People who buy this equipment instead of a trainer will not have the results they would get with a trainer as machines do not deal with individuality, injuries and do not provide the knowledge that trainers have," says PT Gemma Morris.

However, personal trainers may need to begin incorporating these technologies whether they want to or not, as the demand for them is growing.

One way, says PT and FIE course developer Tom Godwin, is by tracking clients remotely, "I think it will get to a point where personal trainers can integrate their CMS with the devices and maybe email or text if a planned solo session is missed."

With the personal training industry in the UK still thriving, these wearable technologies aren't a huge factor just yet, but are certainly looking like they will be soon.



Taylor is a final year journalism student at the University of Sheffield and a certified fitness instructor, working towards her personal training certification and training for her second half marathon.

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EVENTS//



TRIATHLON SHOW 2014

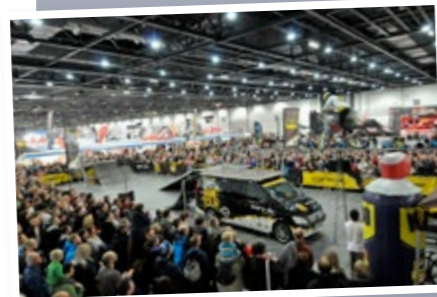
28 FEB - 2 MAR
SANDOWN PARK



The Triathlon Show

28TH FEBRUARY - 2ND MARCH
SANDOWN PARK
WWW.TRIATHLONSHOW.CO.UK.

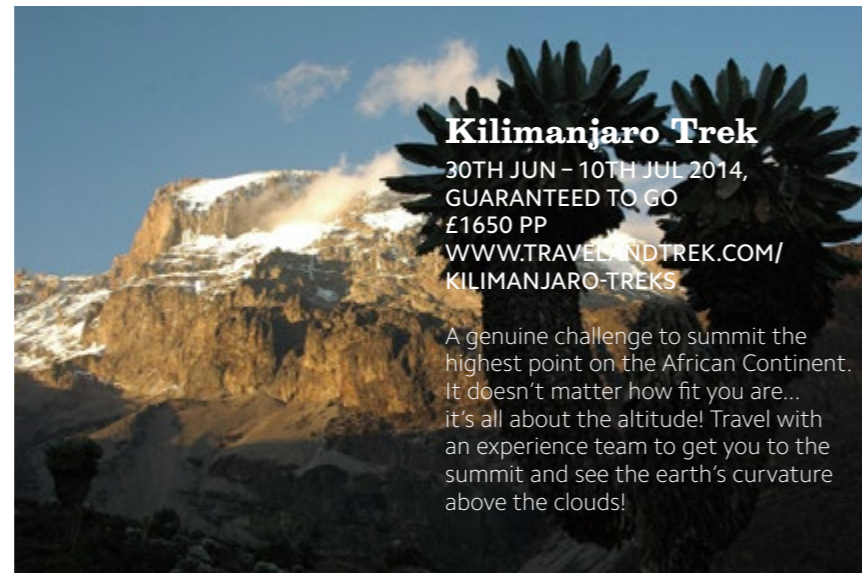
The all-new Triathlon Show is set to be the biggest in its twelve year history. The show will be 40% bigger than in 2013 with both exhibits and activities located in a series of easy-to-navigate themed zones. There are a greater number – and a more diverse range – of exhibitors from all over the world, showcasing their 2014 products and services. This will be the first place to see and buy the new season's latest products for the season ahead, meet the elites and the UK's top coaches and sign up to your next event or warm weather training holiday.



The London Bike Show

13TH - 16TH FEBRUARY
LONDON EXCEL
WWW.THELONDONBIKESHOW.CO.UK

The London Bike Show is the UK's largest cycling exhibition and takes place from 13th – 16th February 2014 at London's ExCeL. Whether road cycling, mountain biking, BMX, cycle cross, a family cycle at the weekend or commuting to work is your thing – you'll find plenty to interest you. A ticket to the show will also give you access to the Triathlon Plus Show, The Telegraph Outdoor Adventure & Travel Show and the London International Dive Show (Sat & Sun) – offering not only great value for money but the chance to explore new interests, making it a jam packed day out.



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A genuine challenge to summit the highest point on the African Continent. It doesn't matter how fit you are... it's all about the altitude! Travel with an experience team to get you to the summit and see the earth's curvature above the clouds!

MOVE IT

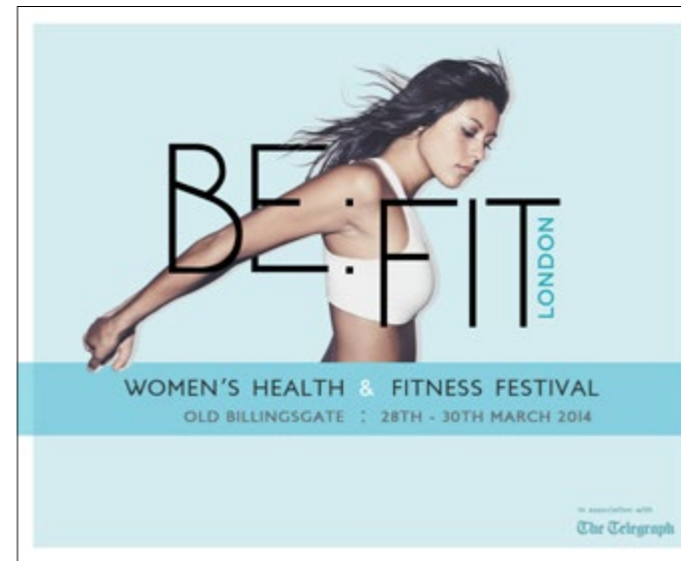
7TH - 9TH MARCH
OLYMPIA LONDON
WWW.MOVEITDANCE.CO.UK



MOVE IT – the UK's biggest dance event returns this March! Join incredible dance classes ranging from hula hooping to balletics (a new form of ballet workout), to bokwa, pilates, yoga, bellydance, cheerleading, urban hip hop and SO much more! With the UK's most renowned dance teachers you could join a dance class with XFactor's choreographer Sisco Gomez or Stepping Out's Christabelle Field – all at only £4 per class!

PLUS enjoy incredible live performances on the MOVEIT Main Stage including STOMP, Wayne McGregor | Random Dance, Twist & Pulse, Godson (Blue Boy Entertainment) and so much more! If you want to show off your moves, the Freestyle Stage is for you – just turn up, get on stage and wow the crowds!

Elsewhere enjoy celebrity interviews on the Interview Sofa and amazing shopping for all your dance and fitness wear needs! Join 20,000 dancers at this celebration of dance taking place 7th-9th March at Olympia London. Tickets on sale now www.moveitdance.co.uk.



BE: FIT LONDON ANNOUNCES FOUR CELEBRITY AMBASSADORS

28TH - 30TH MARCH
OLD BILLINGSGATE
WWW.BEFITLONDON.COM

Be:Fit London, the only female consumer exhibition in the UK dedicated to women's health, fitness and nutrition, has announced that Kirsty Gallacher, Denise Lewis OBE, Victoria Pendleton CBE and Jodie Kidd are to be official ambassadors for the event taking place from the 28th-30th March 2014 at Old Billingsgate, in association with The Telegraph.

Much loved and respected Sky Sports News presenter Kirsty Gallacher will be formally opening the event. Kirsty is a keen sportswoman who excels at golf, tennis and swimming. Denise Lewis OBE, an Olympic gold winning heptathlete, European and Commonwealth Champion and popular sports presenter, and Victoria Pendleton CBE, Britain's most successful female cyclist, a double Olympic and 9 times World Champion, will be speaking about their experiences as athletes.

These announcements coincide with the re-launch of the website to accompany the event which can be visited at www.befitlondon.com.



EMBARK ON A UNIQUE FITNESS TRAVEL EXPERIENCE INTO THE HEART OF ECUADOR

FEBRUARY ADVENTURE: ECUADOR AMAZING SOUTH AMERICA,
28TH FEBRUARY - 8TH MARCH 2014
WWW.FITNESSTRAVELCOMPANY.COM

Ecuador is one of the most species-rich nations on earth and is perfect for a mega adventure with Fitness Travel Company. Draped across the equator in the North West corner of South America, from tropical rain forests to snow on the equator, spectacular topography, scenery untouched by time, this will be the adventure of a life time.

It really is an adventurer's dream with the promise of an unlimited array of activities throughout the country including mountaineering, white water rafting, mountain biking, surfing, hiking and of course relaxation.

The varied geographic terrain and panorama allow visitors to experience a broad menu of visual masterpieces. These include numerous natural thermal hot baths, pristine volcanic lagoons, majestic volcanoes (many snow-capped), extensive rivers and peaceful lakes, sandy white beaches and lush green tropical vegetation. You will experience the indigenous markets (artisan, animal and agricultural), stroll around historic towns and cities, listen to Andean panpipes, and sample the often exotic gastronomy that the country boasts (with a healthy twist of course).

The nine day trip includes optional three weeks personal training before you leave, plus one week on return. It also includes all meals, detox juice every morning, fully escorted fitness adventure and all activities as per itinerary. For more information please visit: www.fitnesstravelcompany.com.

The Mizuno Reading Half Marathon

10AM, 2ND MARCH
WWW.READINGHALFMARATHON.COM

The race starts in Green Park, 250m from the race site at Madejski Stadium. The route will be exactly the same as in 2013.

The Mizuno Reading Half Marathon takes places on a flat fast course, taking in the highlights of the city centre of Reading where you will experience huge crowd support whilst also passing through the beautiful grounds of the University campus. A race for the experienced athlete looking for a new PB through to the complete beginner looking for a friendly safe and fun environment to run in. Fees: £34.00 AAA's affiliated, £36.00 unaffiliated.





Physical Activity Supports Healthy Ageing

While the detrimental effects of sedentary behaviour in young people are well documented, evidence overwhelmingly shows that regular exercise also plays a significant role in maintaining physical and mental health well into old age.

Confirming the positive effect of exercise on all aspects of healthy ageing, a recent study from King's College London confirmed the link between lifelong exercise and improved brain function in later life.

Exercise was also confirmed as the strongest mitigating factor in a 60% decline in dementia and cognitive decline according to a study published in the journal PLOS One. Four other key behaviours included low bodyweight, a healthy diet, low alcohol intake, and not smoking. The government committed to spend £52 million in 2012 to 2013, and up to £66 million by 2015; the ambition is now to double public, commercial and charitable research and development in dementia in the UK by 2025.

Age must therefore not be considered a barrier for enjoying an active, healthy

lifestyle. As exercise professionals, we have a critical obligation to recognize and meet the needs of our expanding elderly population, ensuring safe, continued participation in enjoyable exercise.

Registered REPs exercise professionals are increasingly recognised for being appropriately qualified, with the knowledge, competence and skills to perform specific roles. Cardiac disease, fall prevention, stroke, and long-term neurological conditions are all part of the training for REPs Level 4 category professionals.

"AGE MUST ... NOT BE CONSIDERED A BARRIER FOR ENJOYING AN ACTIVE, HEALTHY LIFESTYLE"

REPs is an independent public Register that recognises the qualifications and expertise of health-enhancing exercise instructors in the UK. Working with older adults, these professionals also have the necessary skills representing current best clinical practice.

To encourage older people to consistently engage in physical activity, we need to ensure they get a quality experience. The current government-recommended exercise participation for older adults is for daily

activity of at least thirty minutes, five days a week.

However studies have found that while older people (over sixty-five) understand and accept the benefits of lifetime activity, perceived lack of fitness or energy, and ability to undertake physical activity is often a prime demotivator to take part in exercise. Qualified exercise professionals can help older people commit to a fit and healthy lifestyle, and help them maintain cognitive function, reduce cardiovascular risk, and improve self-esteem.

The immense health and economic implications of an unhealthy older population underline the need for professional support to combat inactivity. Preventable conditions, such as stroke, heart disease and diabetes, cost the NHS billions of pounds annually. As regular physical activity can noticeably reduce the commencement of these conditions, REPs professionals can make a significant difference in the life enjoyment of older people, and society as a whole.

As qualified, committed exercise professionals, we must ensure our best efforts to making that critical difference.

www.exerciseregister.org

RLSS UK & IQL UK LAUNCH NEW FIRST AID QUALIFICATIONS

Following extensive consultation with operators in the leisure sector, IQL UK has announced the launch of four additions to the Royal Life Saving Society UK's (RLSS UK) qualifications portfolio.

The new First Aid qualifications were announced at the annual RLSS UK and IQL UK Conference in June, and have been developed to provide a clear path for trainers to deliver First Aid qualifications that support the needs of the leisure industry and meet the requirements of the Health & Safety Executive (HSE).

In its draft amended First Aid Regulations, the HSE has detailed that, provided training and qualifications of staff meet a specified standard, employers can make an informed decision as to which training providers and qualifications are right for their workplace, based on a thorough risk assessment.

The RLSS UK and IQL UK have been delivering the highly acclaimed National Pool Lifeguard Qualification (NPLQ), recently updated to eighth edition, for twenty years. The addition of these new First Aid qualifications means that operators are now able to cater for all First Aid staff training needs both on and off the

poolside through the RLSS UK and IQL UK.

Tara Dillon, Executive Director at IQL, said: "In a leisure centre or health club there are many staff who could benefit from First Aid training, for example receptionists, gym instructors and duty managers. Employees in these roles do not necessarily need to complete a full NPLQ, but they could benefit from our stand alone three-day,

"WE ARE CONSTANTLY DEVELOPING COURSES TO ENSURE WE CATER FOR A BROAD SPECTRUM OF NEEDS."

Level 3, First Aid at Work course.

"We are constantly developing courses to ensure we cater for a broad spectrum of needs. Employers can now make a course selection based on the specific needs identified by their risk assessment."

Existing RLSS UK Pool Lifeguard Trainer Assessors who meet the pre-requisite requirements can apply to deliver the First Aid at Work qualification, which means they are then qualified to deliver this training to other employees on site, providing a very cost effective and efficient solution.

From October 2013, the RLSS UK and IQL UK will be certified to deliver the

Ofqual accredited First Aid qualifications. Qualifications offered include:

- Integrated NPLQ / First Aid at Work
- Level 2 Emergency First Aid at Work (one-day)
- Level 3 First Aid at Work (three-day)
- Level 3 First Aid at Work renewal (two-day)

The content in the First Aid manuals will complement the content in the NPLQ manual, making it straightforward for trainers to deliver. Manuals incorporate new imagery that reflects dry side environments and workplace situations.

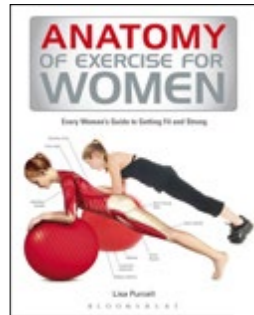
In addition to material for the candidate, RLSS UK/ IQL UK have created Green Stripe, which is a syllabus and assessment guide for trainers which contains candidate assessment records, course planning and record keeping information.

IQL UK has been delivering Ofqual regulated qualifications since 2003 and awards over 45,000 qualifications a year to the wider leisure industry. As one of twenty-three Awarding Organisations for First Aid, IQL UK is a member of the First Aid Awarding Body forum.

To find out more about the qualification syllabus, resources and how to sign up to take part or deliver courses, please visit www.rlss.org.uk

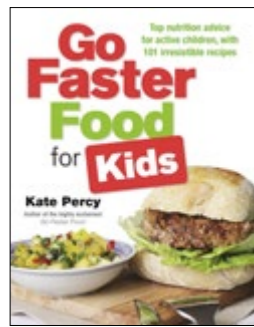
Workouts+Fitness Books

Reviewed



Anatomy of Exercise for Women (Lisa Purcell) is a detailed workout guide that includes a comprehensive whole-body exercise programme, beginning with stretches for flexibility and then working from the upper to lower body. The anatomical illustrations are really helpful, showing which muscles are being targeted, and there are even tips on how to do the exercises correctly and what should be avoided, which I've found lacking in other publications. I really

appreciated the section on flexibility exercises, too. These stretches are a great way to help warm up before a workout. My favourite workouts were "Leaner Legs, Thighs and Glutes" and "All-Over Toning". www.bloomsbury.com



Go Faster Food For Kids (Kate Percy) was really inspiring and practical. With three of her own sporty children, she understands that mealtimes aren't always easy, and that no two children are the same. This guide is packed full of tips and information on how you can make sure your little monsters have a healthy, balanced diet to fuel their daily activities. Kate Percy points out that children training for as little as an hour a day need 500 extra calories, so it can be easy to

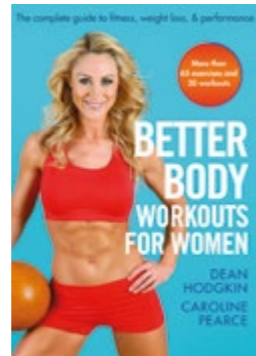
grab the wrong kind of food when you're on the go. This guide reveals how to provide nutritious and exciting sustenance for kids, with little fuss. With recipes like chilli chocolate chicken, sticky ribs with brown basmati rice and pad thai noodles, even the fussiest child is sure to want to try these innovative dishes.

www.gofaster.com



I really loved trying out **Joey Bull's Circuit Training Fat Burning Workout**. These fast-paced 'short burst' routines last between nine and eighteen minutes, which makes it time-effective for anyone. The

workouts were great, incorporating some of my favourite exercises, and with two beginner workouts and two for more advanced fitness buffs, there's plenty of variety, and I guarantee that you'll feel the burn. I must admit I probably wasn't the fastest at getting back into my exercise routine after the Christmas festivities, so this workout was quite a challenge, but with such a short time-length, it's easy to push yourself to finish. www.joeybull.com



Better Body Workouts for Women (Dean Hodgkin and Caroline Pearce) is a great book for women who may be stuck in a rut with their exercise regime. It lives up to its self-proclaimed name as a 'workout bible', delivering new direction to women who need a little kick-start to their routine. What I most liked about this book was the way that it helped me to think about my own body, and understand the way it responds to different exercises. It also has a really simple format, so if you want to find information quickly, you don't have to sift through lots of words

to find what you're after. **Better Body Workouts for Women** isn't the same as other fitness books, as it offers real, practical ways to set goals and to keep the right mind-frame to maintain a healthier lifestyle. www.humankinetics.com



The **BalletBeFit** workout DVD is a really great way to get into shape. Rachel Withers demonstrates the routines with three lovely assistants. It feels quite intense, but I loved all the lower body exercises, and it's excellent

for helping to improve flexibility, and for all over toning. The great thing about this DVD is that it's accessible to anyone and all that's required is the back of a chair. It's also good for improving posture and balance. I can definitely recommend this DVD to women.

www.balletbeFit.com



Roxy's Yoga Conditioning: Total Body Workout DVD is presented by TV and theatre actress, Roxy Shahidi, who is better known for her role in *Emmerdale*. While yoga DVDs are often no substitute for a good yoga

instructor, the workouts that Roxy Shahidi has designed are not only good for improving the body, there are also elements of the routines that are really relaxing and de-stressing. What I liked about the DVD was that the routines are all forty minutes, which is suitable even for people with a hectic lifestyle. Some of the poses were challenging, but Roxy helpfully gives alternative options and stresses that viewers should only go to their own limits. The DVD has a good pace and leaves you feeling tired, yet relaxed and refreshed. www.amazon.co.uk/Roxys-Yoga-Conditioning-Total-Workout/dp/B00FVYSCKO

IS EXERCISE POINTLESS FOR WEIGHT LOSS?

A couple of recent articles in the mainstream press examined the relationship between exercise and obesity and suggested that exercise is not that important in terms of weight management. This naturally sparked a furore from the fitness industry with many personal trainers commenting on the fallibility of the articles and how they could misinform readers to the great detriment of public health in general.

However on closer examination of these articles, it appears that they aren't as skewed as their headlines suggested. The authors rightly point out the enormous health benefits of regular moderate intensity physical activity (even in the absence of weight loss). One article also acknowledged that the best predictor of weight maintenance of weight lost is an

increase in physical activity, a feature of exercise that is well documented. I would, however, tend to agree with the inference of both articles that the calorie value of exercise is not necessarily the driving force behind weight loss. In fact the American College of Sports Medicine state that for obese people calories burned during exercise is not relevant.

The Times article in particular omitted to mention the psychological impact that an increase in levels of exercise has on an individual and the subsequent impact this then has on other lifestyle choices. The changes brought on by exercise include hormonal, physiological and endocrinological adaptations alongside alterations in brain chemistry, which conflate to have a profound impact on body and mind.

The general sense of wellbeing, high-self esteem and increase in self efficacy brought about by exercise are powerful drivers of judgment, and I believe they are far more effective in managing weight than the

"IF YOU FEEL GOOD ABOUT YOURSELF, YOU MAKE BETTER DECISIONS IN ALL ASPECTS OF YOUR LIFE"

actual calorie value of the workout. If you feel good about yourself, you make better decisions in all aspects of your life, if you feel bad about yourself, then quite the reverse.

The UK is perhaps one of the most obesogenic environments in the world, where continuous and increasing pressures bear down on the population, making the unhealthy choice the easy choice at every turn. On top of this clearly there is a genetic susceptibility to weight gain for some people, a powerful fragment of evolutionary insurance that offers the "thrifty genotype" a better chance of surviving a famine - they use less energy and need less food to gather body fat than others. Gyms, fitness clubs and leisure centres play a key role in counterbalancing this constant environmental pressure for very many people.

Finally, mentioning obesity without referring to the increase in the energy density of modern edible items, reduction in cost of food, ubiquity and palatability and reduction in micronutrient content of our food, over the past 30 years as being causative, is like talking about the prevalence of lung cancer without mentioning smoking.

The obesity debate is in its infancy and we are far from any real conclusions. My advice for what it is worth is to take regular daily exercise at a moderate intensity for at least thirty minutes and try to eat more fresh food and less processed junk food.



Article by Alan Jackson MSc
www.discovery.uk.com

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My Midlife Career Change Saved Me

Clair Cusack, 40, from Bristol had worked for twenty-three years in the corporate charity sector, latterly as a fund-raising manager. She loved her work, found it hugely rewarding and enjoyed making a difference to people's lives. Clair's work was always desk-based and indoors and as a lover of the great outdoors, she sometimes found that a little stifling. So she spent her leisure time cycling, mountain climbing and running to help redress the balance of her office job.

"I love to run, cycle and rock climb and that physical activity outdoors gave me relief from the day-to-day stresses. It was like I came alive out of work."

Tragically in 2007, Clair's father died suddenly in a car accident. The shock and grief rocked Clair to her core and she feels she never really recovered from the tragedy. "After Dad died I was unable to deal with stressful situations and felt anxious all time. I suddenly had fundraising fatigue and, for the first time in over twenty years, found my work really tough," says Clair.

SIGNED OFF WITH STRESS

In February 2012, Clair was signed off work with stress for three months. "My employers were very understanding and I was given plenty of support through my GP," recalls Clair. "I attended a stress management course and had some life coaching-style therapy to help me come to terms with the loss of my Dad and to help turn things in my life back to positive. I learned coping mechanisms and was helped tremendously through meditation, yoga and acupuncture."

By the time Clair returned to work she was physically and mentally much better.

But her views and priorities had shifted dramatically and she realised that she was no longer suited to her work. "I was approaching 40 and felt that I was young enough to still do something with my life," says Clair. "As soon as I returned to work I realised that my stressful, desk-based office job was no longer right for me and I made the decision to leave and retrain for a completely different career."

TIME TO RETRAIN

Following her heart, Clair opted to train as a personal trainer with The Training Room (thetrainingroom.com). She followed its six-week intensive course and within two months of leaving her job, she was setting herself up as a self-employed personal trainer.

"It was a bit of a risk switching careers, taking an income break for a couple of months and retraining," admits Clair who lives on her own and is responsible for a mortgage and all her day-to-day bills. "While I was pleased to leave the corporate world, there were elements of my work that I brought to my personal training. I loved meeting people and helping them reach a fundraising goal through encouraging them to tackle challenges or try new activities to inspire others to sponsor them. Working as a personal trainer I find myself once again helping people realise what they are capable of, encouraging them to set challenges and devise a route to success. While my career has changed, there are many elements that I found rewarding from my previous job that I use today in my work."

FREEDOM OF CHOICE

Clair chose to be self-employed rather than working for a gym or health club. "I really wanted the freedom to do things my way and I also knew that I wanted as much of my training time to be outdoors and at new venues to keep things fresh. To begin with, I worried I might not make a living out of personal training. I had looked at it fleetingly a few years ago and decided against it," she says. However, the combination of her stress, her need to change career and her love of exercise, gave

Clair the incentive to make her move.

Clair qualified as a personal trainer in October 2012. She immediately set up her website and used her office skills to market her business. She works predominantly with women who, typically, are middle-aged and wanting to lose weight and get fit. Clair does one-to-one personal training and also teaches indoor cycling and circuit classes at local gyms. She is now making a name for herself teaching 'chair aerobics' to older people and absolutely loves this. "I have a small class of older people and, as the name suggests, much of their workout is done sitting down. We sing along to the golden oldies and it hardly feels like exercise - but it really works and they love it. I also renewed my previous Holistic Massage Diploma and offer massages to clients looking for relaxation or to relieve aches and pains.

A NEW CHAPTER

"I feel like I've started a new chapter in my life and feel free and no longer restricted by an office routine. When I was on sick leave I realised there's a whole world outside the office. Not everyone is at their desks 9-5: there are people on the move, having a busy day away from offices.

"You could say I should have done it years ago but actually, years ago it wasn't the right time for me. Now is the right time. Within four months of qualifying I was able to pay my mortgage and bills, within five months I moved into profit."

Clair is also now the proud owner of a lovely puppy called Bella who she says is adorable and the icing on the cake. If she still had her old life she wouldn't be able to own a dog and would have missed out on all the love and fun she enjoys.

PROUD DAD

"Mum was very supportive of my career change and thinks it's absolutely brilliant how my life has changed and how much happier I am now. She thinks Dad would be proud of what I've done - and I think so too."

To find out more the courses offered by The Training Room visit thetrainingroom.com.

Turning the Tide on Physical Inactivity



At the end of January, ukactive launched a new report on the state of physical inactivity across the UK. Turning the tide on physical inactivity pools together all of the available data on physical inactivity from 150 councils, combined with opinions, insights and recommendations from a plethora of local authority Public Health Directors. It maps out the current situation when it comes to physical inactivity, both in terms of the proportion of inactive adults and also the human and financial cost to individual geographic areas. The report will act as a guide on how to improve physical inactivity for the health of the nation.

KEY FINDINGS

The report has uncovered striking correlations between physical activity participation and socio-economic strata, region, population, and more.

By determining the true cost of physical inactivity in each local area, ukactive has

already discovered that over £1.2 billion (or £44 per household) could be saved if there was a 1% reduction in physical inactivity year-on-year for five years. The cost of inactivity, in human and financial terms, has made governments across the world take notice of what is already the fourth leading risk factor for mortality.

“OVER £1.2 BILLION COULD BE SAVED IF THERE WAS A 1% REDUCTION IN PHYSICAL INACTIVITY YEAR-ON-YEAR FOR FIVE YEARS.”

WHAT THE REPORT MEANS FOR YOU

Personal trainers and fitness enthusiasts are part of the solution to turn the tide on inactivity. As a PT you will work with individuals and groups to deliver an activity programme, many of these people will be at the start of their activity journey; you are helping to make a positive change on their lifestyle, creating a long term behaviour change so that they continue to be active and in turn making a positive change on inactivity statistics in your area.

Successful effective initiatives in the report, such as the Peterborough Inspire programme or Live Well Richmond scheme have made a tangible difference to physical inactivity and improved the lives of residents while also reducing the costs of healthcare. The main aim of the report is to highlight these schemes and where they have been a success, so that their example

can be easily followed by others who are interested in getting more people, more active, more often. ukactive hope you can learn from others highlighted in the report who have reduced inactivity.

NEXT STEPS

Producing a report that acts as a marker for where we are now is only a part of the overall solution. While it's vital to know as much as we can before moving forward, it's only by learning the lessons regarding what has already made an impact on physical inactivity, and then applying those lessons that we can truly begin to turn the tide.

The report won't stand still. ukactive hopes it fosters debate and co-operation from local authorities, stakeholders and indeed anyone who has an interest in the improved health of the nation, i.e. you. Where there is a data set that can be added, ukactive will look to add it, or a consideration from a health professional, ukactive will try to address it. When more data becomes available ukactive will update the report.

SUMMARY

The burden of inactivity is unsustainable. The European Union, together with the UK government, has already pledged to do more to tackle physical inactivity - Inactivity must be a public health priority in its own right, we ask you to work with ukactive to turn the tide on inactivity.

www.ukactive.com



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ADVANCED LEARNING LOANS, DO THEY ADD UP?

The short answer is 'yes'. Advanced Learning loans are Government sponsored loans that work in pretty much the same way as loans for university fees. Still, as with any loan, you need to know what you are getting into before you commit, so we've asked Dan Rees, Operations Director of leading health and fitness training provider, Focus Training, to tell us more.

Advanced Learning Loans are a brand new initiative designed to encourage more people into Further Education. Up until now, unlike Higher Education, you always had to pay for FE training courses up-front. With the Advanced Learning Loan, just like university tuition fees, you have the option to take out a loan and pay back later. It's even administrated by the same people, Student Finance England.

So, if you are starting a course anytime between August 2013 and 31 July 2014 you should consider applying. Don't forget though, this is a loan not a grant, meaning it is money that has to be repaid, not that many people will be deterred by this because the repayment terms are extremely attractive. You only start to repay the loan once you have finished your training and are earning over £21,000. The theory being that as a qualified individual, you are more likely to get a well-paid job, enabling you to pay off your debt.

SO, WHO CAN APPLY AND FOR WHAT?

The main criteria is that you are at least 24 years old, have lived in England, the Channel Islands or the Isle of Man for the past

three years and you are enrolling on a Level 3 or above course (not currently available on Level 4 courses in the fitness industry) with a training provider that is approved for public funding.

In our case we offer a wide range of qualifying courses from our popular Personal Trainer Certificate to specialist Diplomas in Sports Massage and Exercise Referral, Outdoor Fitness Coach, Older Adult Fitness and many more. For our full range of eligible courses, go to www.focus-training.com/course/

"WITH THE RIGHT QUALIFICATIONS, THERE IS NOTHING STOPPING YOU ENJOYING A PROSPEROUS CAREER AS A PERSONAL TRAINER."

[training.com/course/](http://www.focus-training.com/course/)

HOW MUCH CAN I BORROW?

Borrow from £300 upwards depending on the cost of your chosen course and whether you borrow all or part of the

tuition costs. Remember, borrowing always comes at a cost, and in this case, the interest rate is linked to the rate of inflation and never more than the Retail Price Index plus 3%. Only when you start earning more than £21,000 will you have to pay back 9% of earnings above that threshold. For example, earn £25,000 pa and you'll be paying back just £30 per month.

With the right qualifications, and now this financial support to help you get them, there is nothing stopping you enjoying a prosperous career as a personal trainer. Even so, there is a final safety net in place, should you still owe all or part of the loan in thirty years' time, your debt will be completely wiped clean.

Dan Rees is Operations Director of Focus Training Limited, one of the UK's leading providers of high quality training to the health and fitness industry.

www.focus-training.com.



The Origins of Fitness Wales

Fitness Wales was originally set up over thirty years ago as the Keep Fit Association of Wales (KFAW) with support of the Sports Council for Wales. Back then, KFAW was a totally different organisation, a membership organisation for likeminded fitness enthusiasts, that evolved into a network of fitness professionals who got together to share ideas at KFAW events and fitness rallies.

In the mid 1980s the 'exercise boom' hit the UK. Pineapple studios were in their heyday and the media were full of images of Jayne Fonda with phrases like, "going for the burn" becoming commonplace. During that decade the impression was that, as a nation, we were getting fitter and more active. However there was never any measure of how accurate this impression was. A survey taken in 1992 showed that the majority incorrectly believed that they did enough exercise to keep fit.

In 1994, further changes were afoot in the form of a new Director of Fitness – Mary Sheppard. Mary came from running her own Dance and Fitness Centre, Apple, in

Richmond-upon-Thames and once in Wales, she soon found her way to Fitness Wales, teaching some of their courses, and then bagging the top job, the Director's seat, in 1994.

Under Mary's supervision Fitness Wales was brought from the quiet backwaters into the forefront of training and fitness initiatives in the UK. Fitness Wales started doing more courses, adding disciplines like Gym, Circuits and all the spin offs. Now they have a huge range from Level 2 to Level 4 including Exercise Referral, Obesity and Diabetes and Ante/Post Natal.

"WE'VE COME A LONG WAY SINCE THE DAYS OF LEOTARDS, LEGWARMERS AND LYCRA"

There are strong, fitness teaching roots in Wales and the whole fitness industry is changing and becoming more professional. Over the years, virtually every leisure centre in the land has installed a gym and a dance studio, and now Wales has fitness trails and outdoor gyms sitting alongside them. It is all exciting and challenging. Seven years ago, the Fitness Wales funding from the Sports Council for Wales ended, meaning the organisation had to become



self-sufficient. It rose to the challenge and has thrived in a competitive market. Fitness Wales became a registered charity, which means they have to give good value courses and any profits are ploughed back into the organisation, to improve services for their members.

The biggest changes have occurred in Fitness Wales over the past twelve months. They've had a staff re-structure, there is a new CEO in place and they've moved to new shiny offices in Cardiff Bay. Fitness Wales has their own training room, giving them the flexibility to run wall-to-wall courses. Fitness Wales has always been a membership organisation and that is something they're proud of. Their new training facility allows the staff to listen to their members and run bespoke courses that fill their members' training needs.

All in all, the future is bright for Fitness Wales; they've come a long way since the days of leotards, legwarmers and Lycra and they're looking forward to the challenges the next thirty years will bring.

For more information, visit www.fitnesswales.co.uk

WHERE TO BUY SECOND-HAND FITNESS EQUIPMENT

It is well established that one of the growth areas for the fitness industry in 2013 was Personal Trainers setting up their own studios. These fitness professional entrepreneurs may have had little or no experience of buying 'big ticket' items and their knowledge of the equipment available may be limited to the kit they have used in their previous gyms.

So if you're setting up or adding to your gym how should you choose where to buy your equipment? After all there are a lot of choices. If your budget will stretch to buying new then you have all the leading manufacturers' websites to choose from, but for many start-ups, buying second-hand will be the most cost effective option.

If you already have a known, trusted supplier, of course this would be a good place to start your enquiries, but for many it will be an Internet search. Type

in "Refurbished Fitness Equipment" and you'll be met with a plethora of sites, not the least the ubiquitous eBay. How then to distinguish between "The Good", "The Bad" and "The Downright Ugly"?

It's important to see the market for second-hand kit as it is, rather than through rose-tinted glasses. There is as big a range

"IT'S IMPORTANT TO SEE THE MARKET FOR SECOND-HAND KIT AS IT IS, RATHER THAN THROUGH ROSE-TINTED GLASSES"

of fitness equipment sellers as there are second-hand car dealers. So are you proposing to buy from a 'Cut and Shut' merchant or a BMW Approved Used Car?

We asked Jeffrey Pearce of Amazon Leisure for some simple guidelines for you to follow to avoid buying second-rate kit.

He advises:

Look for equipment described as 'Refurbished' or 'Re-manufactured'.

Ask for a specification for the refurbishment; is it being cleaned and serviced or stripped, repainted and rebuilt. Most importantly what parts are being replaced?

Does it come with an after sales warranty for parts and labour? You should ask for a copy and check the warranty length. A short (or absence of) warranty is often a warning sign. You should look for at least six months, and ideally a year, to give them greater peace of mind.

Find out whether the suppliers have their own Service Technicians who will come out under warranty.

Once the search has been narrowed, it would pay dividends to visit the chosen supplier to look at their premises, processes and examples of their work.

Finally Pearce said: "there are a number of good companies to choose from – if you do your research and check the companies out before buying, you should get kit which will give you many years of good service."

Jeffrey Pearce, Operations Manager at Amazon Leisure. For more information visit: www.amazonleisure.co.uk

The Evolution of Fusion



It's been an immensely busy year for Rachel Withers, founder of BalletBeFit™. Demand soared in 2013 for the ballet technique workout program, with Fitness Professionals and Dancers joining the burgeoning network of instructors.

"The key to our success is just how well BalletBeFit compliments other class styles" said Rachel. "Whether you currently teach hi-tempo, resistance or combat, BalletBeFit provides excellent back-to-back class combinations". Still with its variety of intensity levels and wide choice of music genres, to which BalletBeFit can be performed, BBF instructors could offer high-to-low intensity classes and extended 'ninety minute' calorie burners to a more-than-willing audience. And let's not forget economy of scale - overheads such as fuel and room hire can be mitigated if you teach

two or three classes in an evening rather than one!

Like many modern fitness disciplines, BalletBeFit™ owes its style to a variety of influences. As a classically trained dancer and lifelong fitness enthusiast, Rachel has incorporated her extensive knowledge

"TAKE UP IS RAPID AND RETENTION EXCELLENT"

of ballet technique with reps and statics, paying close attention to posture and body alignment. Over time, she has choreographed an extensive repertoire of moves and holds, which can be adapted to target specific parts of the body, or performed as a full body workout. "Clients love the routines and word of mouth has contributed significantly to our growth". The proof is in the pudding - take up is rapid and retention excellent.

There are three BalletBeFit™ Instructor Packages available. Bronze is ideal for

established instructors who are simply looking to add contrast and variety to their class portfolios. Silver and Gold both provide full marketing support, giving your new venture a significant boost from the outset! All BalletBeFit™ instructors receive full training and advice, along with a starter pack of marketing collateral. For further information visit www.balletbefit.com or email info@balletbefit.com

"I can thoroughly recommend becoming a BalletBeFit instructor! The training is superb and the support is spot on. I started with one class in November and now (January) I run 4 classes a week. Brilliant!"
- Stella Munro, BalletBeFit Instructor, Sutton Coldfield

10 minute interview with

DAN FIVEY

'The Gym' owner + personal trainer



WHAT TYPES OF TRAINING DO YOU PROVIDE FOR CLIENTS?

I tailor make PT sessions for each client to help them to achieve their personal goals and typically, this will include running, boxing and speed, agility and quickness; as well as strength and toning work. I also specialise in rehabilitation following illness such as strokes and injury rehab including sports specific injury. I also have a passion for running and so I regularly have running sessions with my clients to improve their stride length, stamina and to show them new running routes and training plans for races.

DO YOU HAVE A SPECIALIST AREA?

I specialise in rehabilitation and work with many clients suffering from illnesses such as Multiple Sclerosis, Fibromyalgia and cancer as well as stroke survivors who need exercise to strengthen and mobilise their bodies in order to improve their gait, stride and to re-build their body confidence.

WHAT MADE YOU DECIDE TO BECOME A PT?

I have always had an interest in health and fitness and I started working out at a young age, regularly competing at high levels in football, rugby, cross-country and athletics. I then became a football coach but decided I wanted to have a more holistic approach and help people to realise their full potential by developing self-esteem through a fit and healthy lifestyle. Above all, I had a real desire to make a positive difference to people's lives.

YOUR BUSINESS IS DOING VERY WELL IN YOUR LOCAL AREA. WHAT'S YOUR SECRET TO SUCCESS?

My core values for a successful business are high standards, great service and expertise. I believe as long as you consistently deliver each of those three things you will develop a good reputation and clients will keep coming back.

I also try to stay ahead of the game and offer the latest, unique equipment that attracts new clients. For example, my AlterG Anti-Gravity Treadmill has brought many people through my doors that may not have necessarily come otherwise because they have heard about the amazing results it delivers.

WHAT ADVICE WOULD YOU GIVE TO PERSONAL TRAINERS WHO ARE STRUGGLING?

I would advise them to take a step back and try to look at the bigger picture – is your website good enough? Can people find you on the web easily? Do you get referrals from existing clients? Do you have the right kit? It's very easy to become 'blinkered' in this industry especially as most PTs are 'one man bands' but by looking at yourself as a customer would, it can offer some reasons as to why you may be struggling.

ARE THERE ANY MISTAKES THAT YOU THINK ARE COMMON AMONGST PTS STARTING UP THEIR OWN BUSINESSES?

There is a tendency for PTs to assume that when they have the right kit and the nice website, clients will come to them but unfortunately that's not the case. You have to network, do a lot of free sessions and work your contacts to build a good name for yourself. Then hope that recommendations and referrals follow.

HOW CAN YOU MARKET YOURSELF EFFECTIVELY IN THIS INDUSTRY?

A huge amount of my new business comes through my existing clients, so once you are demonstrating the results that can be achieved, you should then get referrals. I also think that social media is a great tool for PTs and you

could approach your local paper and radio to get some press coverage too – perhaps with a remarkable case study of a client that has lost a huge amount of weight or for a charity event that you are running in the area.

DO YOU THINK IT'S IMPORTANT TO HAVE A WIDE RANGE OF QUALIFICATIONS?

Whilst I do think it is important to have qualifications, it would be difficult to start your client base initially if you don't have any, I think it is important to be known for your expertise in one or two areas and to not be a 'Jack of all trades'.

IN YOUR OPINION, WHAT IS THE KEY TO RETAINING CLIENTS?

I believe that people will only look elsewhere if you are not providing a good service with high standards. As long as you are delivering that, chances are you should retain clients. Also, introducing new training equipment and targets motivates people and encourages them to stick with you!

WHAT WOULD YOU SAY IS THE MAIN PROBLEM THAT PTS FACE?

I think it is quite common in this industry to focus too much on what other PTs are doing when they should really just concentrate on themselves.

HOW DO YOU FIND NEW CLIENTS TO TRAIN?

Predominantly through referrals but also through local media, Facebook, Twitter and through my website.

> Dan Fivey is a highly qualified PT, owner of The Gym and specialist in weightless training with AlterG's Anti-Gravity Treadmill. www.danfiveypersonaltraining.co.uk

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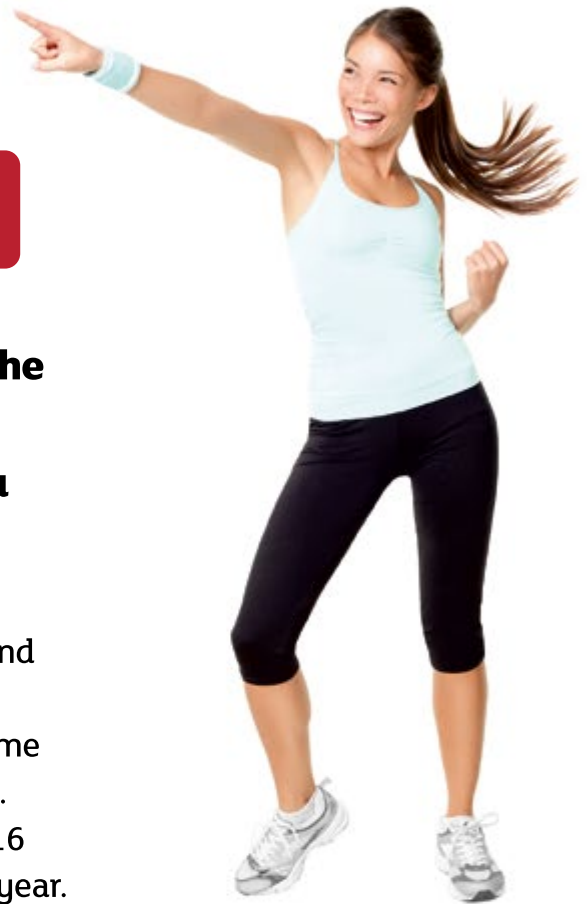


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GOVERNMENT SPONSORED STUDENT LOANS

If you are starting a course on or after the 1st August 2013, you may qualify for a 24+ Advanced Learning Loan to help you pay the tuition fees.

Most learners aged 24 and over, studying at Level 3 and above, will qualify for these new loans from the UK Government. It is easy to apply, your household income is not taken into account and there is no credit check. You will not have to pay anything back until April 2016 and then only when your income is over £21,000 per year.



Speak with us today to find out more: 0333 9000 222, 0800 731 9781 or 01204 388 330

OUR COURSES INCLUDE:

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Level 4 Exercise for the Management of Lower Back Pain
Level 4 Exercise and Nutritional Interventions of Obesity and Diabetes
Level 4 Cardiac Rehabilitation.