



EXCELLENCE  
IN FITNESS

# PREMIERE ISSUE

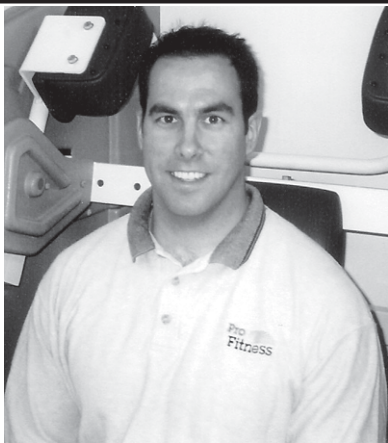
Joe Aben's

# ***FIT FACTORS***

Tips for excellence in health, fitness and life

MAY 2005

## SPEEDING FITNESS WITH THE SUPER SLOW BURN



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don't want to miss....

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It's called "Super Slow" strength training, and for years it's been creating ripples in the health and fitness arena.

A story in Newsweek in 2001 highlighted the story of Dr. Philip Alexander, who had run 60 miles a week for 10 years. Then he discovered Super Slow, and switched to spending just 20 minutes a week exercising—and he still managed to shed 20 pounds and shrink his waist by four inches.

For those un-indoctrinated to the Super Slow method, it requires spending a significantly longer time to lift and contract a weight – 7 to 10 seconds to contract, another 5 to 7 seconds to return the weight to the starting position. Compare that to the much more typical 4 to 5 seconds the typical person spends on the entire movement. The theory is that Super Slow works the muscle more completely and deeply, enabling a person to walk away with a much fuller and comprehensive workout in a fraction of the time.

Backing up the Super Slow theory are several studies, one of which published in the Journal of Sports Medicine and Physical Fitness in 2000. Researchers in that study trained two groups two or three times per week for eight to 10 weeks, all performing one set of 13 exercises on a Nautilus circuit. The key difference between the two groups: rep speed. One group did 10 to 12 regular speed reps and the



other used Super Slow lifting of 14 seconds for the entire movement. The study showed that the slow lifters gained more strength than regular speed lifters by 50 percent.

That's no small difference.

Anecdotally, I've heard stories of amazing results from slowing down weight lifting reps from my clients. **At EIF, we believe that performing weight lifting slowly is an important aspect to working the muscle as deeply as possible and creating a comprehensive workout.** While I don't use "Super Slow" as a standard workout protocol – I prefer our clients spend five seconds contracting a weight and five seconds returning the weight to the starting position – I do sometimes use a Super Slow workout to change the client's routine and challenge their muscles.

*Excellence in Fitness* is continuously searching for new ways to challenge our clients' bodies, both as a way to keep the muscles from "memorizing" a certain routine and to keep

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# EIF CLIENT SUCCESS STORY:

## EIF CLIENT LOSES 17 POUNDS, 19 INCHES IN SIX WEEKS TRAINING

Kelley Dye had spent four months and countless hours on the treadmills and elliptical trainers at her gym when she walked into the *EIF* studio.

Her goal was seemingly simple: she wanted to lose weight, become more healthy, hurry down the hall to a meeting at work and not run out of breath. "I had been trying to lose weight with cardio, doing an hour on the stair climber every day for an hour and it simply wasn't really working. All that time and I had only lost 20 pounds. It wasn't what I expected. I wanted faster results, something I knew was possible," Kelley says.

It changed the day she picked up a magazine and saw an ad for high-intensity strength training by *Excellence in Fitness'* Joe Aben.



Kelley in 2004

**"After six weeks training two times a week for 45 minutes with Joe, I lost 17 pounds and 19 inches,"**

Kelley says. "I had spent at least four or five days at the gym doing cardio and I never lost any inches. In the first six weeks with Joe, I lost five inches on my waist, three on my bust, three on my hips, two inches on each thigh and I went down a pant size, and I reduced my body fat by four percent."

"Working out at *EIF* is fun: I never get bored and, what's more, I can feel my muscles working. I feel like I've accomplished something each time I

walk out of the studio. I'm energized, not exhausted, and I experience an almost euphoric sensation. I certainly don't need my afternoon nap anymore and I have a lot more energy. I didn't experience any of that with cardio."



Kelley in March 2005,  
40 pounds lighter

Kelley still has more pounds to go before she reaches her target weight of 140 pounds. "But I already like being stronger overall. I can move things. I can run up a flight of stairs and if I have to do strenuous work I'm not winded. My recovery time is faster and

I'm not winded," she says.

What's more, Kelley can now rush to those meetings at work and not get winded.

Kelley will reach her goal because of a commitment to health and fitness that was supported by her personal trainer, Joe Aben at *EIF*.

**"Strength training is the crucial exercise element for immediate and permanent metabolic change. It's quality, not quantity,"** Aben says. "We have all kinds of programs at *EIF*. The key is matching the programs with each individual's goals. By having a game plan and establishing a time frame to execute that plan, I can guarantee results for anyone who walks into the studio."

**"Kelley achieved amazing results because she completely committed herself to her goals and trusted my ability to help her reach those goals... and we did it together."**



Congratulations to Kelley Dye, this month's *Client of the Month*. **YOU** could be our next success story. Each month I profile a special *Excellence in Fitness Client of*

*the Month* as a way to recognize continued dedication to fitness, superior results from hard work and our clients who enable *EIF* to continue by providing referrals and new clients to our studio. **YOU** might be my next *Client of the Month*. Wait for your name here in an upcoming issue!

## OUR GUARANTEE

*Excellence in Fitness* studio provides one-on-one personal training that delivers better results faster. I **GUARANTEE** you will get the results you want and I want to prove my claims to you by offering a **FREE** personal training session -- to try it out, **NO STRINGS ATTACHED**.

Call **410-544-5780** today and mention this newsletter to get your **FREE** personal training session.

## HOW TO EAT WHAT YOU WANT AND NOT GAIN A POUND

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By now, the cautions and warnings are a fact of life: eat that extra piece of pie and you're likely to become part of the growing numbers of overweight Americans we hear so much about. Follow that with the many tips on losing weight or avoiding temptation to begin with, and the focus on what we can't eat often seems to overwhelm what we can.

Well no longer. Here's another idea for you: indulge. And then, strength train just one or two more times per week for a half hour each time. You'll get to eat your cake and avoid those extra pounds.

Figure it this way: a 145-pound person burns 227 calories in a half hour of strength training. A 184-pound

person burns 288 calories with the same half hour of training.

In one half hour, you can burn off four sugar cookies (235 calories), a significant portion of two chocolate truffles (366 calories), 4 tablespoons of spinach dip (220 calories) or a slice of pumpkin pie (320 calories)

High-intensity strength training is one of the most efficient calorie burning exercises you can do. It's the second-highest calorie burner of typical exercises (such as walking, swimming and bicycling). Topping it is running at 5 miles an hour or above.

**And the extra benefit: strength training burns more calories when you're at rest than any other form of exercise.** The increased muscle mass you gain from strength exercise is more efficient at calorie burning. So that half hour you spend in the gym under weight translates into even more calories burned in your off time.

## HEALTH MYTH DEBUNKED: WOMEN AND WEIGHT TRAINING

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It's one of the top myths for women who are strength training, and this month we're here to debunk it. So many times, women worry that weight training will cause bulky muscles. **The truth is, it's impossible for women to build massive muscles.** Why?

Testosterone drives muscle bulk, and women have a small amount of the hormone. It's the reason why men start out more muscular than women to begin with. Women can still develop very strong muscles, but they don't face the problem of building too much bulk (women body builders who are very muscular and bulky are usually on special drugs designed to create bulkiness).

There's good news in this too: the average woman actually gains strength at a slightly faster rate than the average man. Find out more about women and strength training at the *Excellence in Fitness* website, [www.excellenceinfitness.com](http://www.excellenceinfitness.com). While you're there, send me an email. I'd love to hear from you - whether your goal is to lose weight, get in the best shape of your life, or even if you just want to say, "Hi!"

## THANK YOU! THANK YOU! THANK YOU! THANK YOU!

Thanks to **YOU** the word is spreading. My clients and friends deserve great thanks for graciously referring me to family, friends and neighbors this past quarter and ensuring that *Excellence in Fitness* continues growing. Rather than pester people with unwanted calls and pushy sales techniques, I build my business based on positive referrals from people just like you. I couldn't do it without you.

**Erik Kauffman**

**Alli Oliver**

**Eileen Razzetti**

**Erica Shuman**

**Sandi Stultz**

## **NEW: Announcing Our Referral-Reward Program**

*EIF* is built and based on your quality referrals. *EIF* will reward you with your choice of a \$100 gift certificate to the Annapolis Mall or 2 FREE personal training sessions for anyone you refer who signs up for one of our fitness and weight loss packages.

# FITNESS NEWS NUGGETS

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## GET YOUR SHUT-EYE FOR BETTER HEALTH

More proof that getting eight hours of shut-eye is good not just for mental clarity, but for overall health as well. A new study highlighted in the medical journal Archives of Internal Medicine found that people in the study with high Body Mass Indexes (BMIs) slept less than their counterparts with normal BMIs. Even more telling, the difference often came down to just minutes per day.

Researchers questioned 1,001 people with BMIs in the 25-29.9 range (overweight), 30-39.9 (obese) and 40 and over (severely obese) and found the total sleep time decreased as BMI increased. The difference in total sleep time between patients with a normal BMI and the other patients was only 16 minutes per day or 1.86 hours per week.

## AVOIDING TRAINING INJURIES

Here's one fitness trend to follow: avoid exercise injury. Most radical muscle injuries happen when

individuals use improper weight-lifting techniques, including using too much weight and not paying attention to proper mechanics and techniques.

Poor weightlifting techniques cause abnormal wear on joints and over time lead to cartilage breakdown. Most injuries occur in the lower back, with shoulders and knees close behind. And incorrect weight training can lead to cervical and lumbar disc herniation.

The easiest way to avoid muscle injury during weight training, not to mention receiving expert instruction and one powerful workout, is to work with a personal trainer who is well-versed in proper form and technique. *EIF's* Joe Aben is a certified Medical Exercise Specialist and has a solid knowledge of proper form and technique.

Working out one-on-one with a personal trainer who is well-versed in proper exercise techniques and can help you minimize exercise related injuries is the best way to establish a workout routine that you'll follow and keep.

## NEWS OR TREND QUESTION?

Each month we'll bring you the latest in staying fit, whether it's helpful tips, stories of how *EIF* clients have achieved their fitness goals or interesting insights that make your life better.

Of course, I'd enjoy any feedback from my clients and readers on our new newsletter. And I'm always looking to answer pressing questions you might have about anything related to health and fitness. If you have a fitness or health trend or a supplement/nutritional product you'd like checked out, email your question and I may address it in an upcoming newsletter.

[info@ExcellenceInFitness.com](mailto:info@ExcellenceInFitness.com)

## THANKS FOR THE KIND WORDS

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"I have worked out in numerous gyms and with a variety of trainers over the years. No one has been as enthusiastic or as motivating as Joe. Even when I'm dreading a workout, he always turns it into a good experience for me."

-- Marianne Brandon

## SPEEDING FITNESS WITH THE SUPER SLOW BURN FROM PAGE 1

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the workouts fresh and new. We don't look for the latest fads in exercise, but work in time-honored techniques that break the traditional mold for working out. This includes total body personal training sessions that deliver results superior to what our clients have seen with more traditional personal training techniques such as three sets per exercise using less weight and cardio workouts. *Excellence in Fitness'* workouts provide a cardio workout and a weight lifting routine, all in a 45-minute-or-less block of time.

A key part of our exercise regimen is approaching each movement slowly with special attention to positioning and technique. Our clients lift each weight in a controlled, slow motion, working the muscle deeper, creating more muscular inroads from deep within the muscle fiber.

Be sure to read our next newsletter for more insights and information on creating a high-results workout in less time.